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**BARTON L. KLINE**
**Senior Attorney**

February 28, 2007

Jean D. Jewell, Secretary
Idaho Public Utilities Commission
472 West Washington Street
P. O. Box 83720
Boise, Idaho 83720-0074

Re: Case No. IPC-E-06-05
2006 Time-of-Day and Energy Watch Pilot Programs
Year Two Final Report

Dear Ms. Jewell:

In compliance with Commission Order No. 30037 issued on May 9, 2006, in the above referenced case, Idaho Power Company herewith submits an original and seven (7) copies of the 2006 Time-of-Day and Energy Watch Pilot Programs Year Two Final Report. This report includes an analysis of the usage and billing data of the Pilot Program participants conducted by RLW Analytics and the results of a survey of the participants by Clearwater Research, Inc.

If you have any questions regarding this Final Report, please direct them to Maggie Brilz at 388-2848.

Very truly yours,

Barton L. Kline

BLK:sh
Enclosures

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# 2006 TIME-OF-DAY AND ENERGY WATCH PILOT PROGRAMS YEAR TWO FINAL REPORT

## INTRODUCTION

During the summer of 2005, Idaho Power Company (Idaho Power or the Company) implemented the Energy Watch (EW) and Time-of-Day (TOD) Pilot Programs for residential customers in the Emmett Valley.[1] These time-variant pricing programs offered customers with Advanced Meter Reading (AMR) capability the opportunity to reduce their electric bills during the summer months by shifting some of their usage to lower priced time periods. The goal of both programs was to determine whether time-variant pricing was effective in changing customer energy use behavior, and results were tracked to determine whether or not the Pilot Programs triggered a reduction in peak loads during the summer months. By offering the TOD and EW Pilot Programs, Idaho Power was able to design, test, and implement program marketing plans, internal company processes, and workflow procedures. The results from the summer of 2005, including the results from a customer survey conducted by Northwest Research Group, Inc., and an impact evaluation conducted by RLW Analytics, were filed with the Idaho Public Utilities Commission (the Commission) on March 29, 2006.

Following the Pilot Program operation during the summer of 2005, Idaho Power requested to extend the Pilot Programs through the summer of 2006 through an application filed with the Commission on March 2, 2006 (Case No. IPC-E-06-05). The Commission approved Idaho Power's request in Order No. 30037 issued on May 9, 2006 and the programs were offered for a second summer. By extending the Pilot Programs, and gathering data for the summer of 2006, Idaho Power was able to compare 2005 and 2006 data and investigate customer response to and satisfaction with the programs, while evaluating the impact of the programs on peak loads and customer bills.

In the fall of 2006, Idaho Power contracted with Clearwater Research, Inc. to conduct a full-service telephone survey among Idaho Power residential customers in Emmett, Idaho who participated in one of the two Pilot Programs during the summer of 2006. The overall objective of the survey was to determine customer satisfaction with the TOD and EW pricing programs and to identify any actions customers took to change their energy use behavior. In December, Clearwater Research presented the survey results in a report titled *Idaho Power Emmett Study Year 2 Final Report* (Attachment A).

To perform the impact evaluation of the two Pilot Programs, Idaho Power contracted with RLW Analytics (RLW). The impact evaluation was used to determine the effects of the programs on customers' peak loads, energy consumption, and monthly bills. In December, 2006, RLW delivered its evaluation titled *2006 Analysis of the Residential Time-of-Day and Energy Watch Pilot Programs Final Report* (Attachment B).

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[1] The Commission approved the Time-of-Day and Energy Watch Pilot Programs on March 22, 2005 through Order No. 29737 (Case No. IPC-E-05-02).

## TIME-OF-DAY PROGRAM

The 2006 Time-of-Day Pilot Program had three pricing blocks during the summer months of June, July, and August. The following are the different rates customers were charged for each time period during the summer of 2006:

- On-peak ($0.083279): Weekdays from 1 pm to 9 pm
- Mid-peak ($0.061060): Weekdays from 7 am to 1 pm
- Off-Peak ($0.045145): Weekdays from 9 pm – 7 am, and all hours weekends and holidays

For the 2006 program, the differential between the off-peak and the on-peak rates was increased from 30 percent to 80 percent in order to increase the financial incentive for customers to shift their energy usage. The prices for 2006 were also adjusted to reflect the results of the Commission's Order No. 30035 in the Company's general rate case proceeding, Case No. IPC-E-05-28.

## ENERGY WATCH PROGRAM

Traditional critical peak pricing programs typically overlay critical peak pricing on top of a time-of-use pricing structure. Idaho Power's EW Pilot Program was a simplified critical peak pricing program. For all hours other than during EW events, participants paid a flat energy rate during the months of June, July, and August. During an EW event, participants paid a significantly higher rate. EW events were called on ten weekdays between June 15 and August 15, between the hours of 5:00-9:00 p.m.

The electricity rate for participants during EW events increased to 20¢ per kWh. For all hours outside EW events, participants paid an energy rate equal to the 0-300 kWh energy rate under Schedule 1. Idaho Power's standard summer residential rate under Schedule 1 is 5.43¢ per kWh for 0-300 kWh and 6.0936¢ per kWh for all usage greater than 300 kWh. Customers were able to track their daily energy usage in Idaho Power's Nexus online system to assist them in better understanding their energy consumption for a particular day. By tracking their daily energy usage, customers were able to see whether or not the usage changes they made on EW event days had an impact on their overall energy consumption.

EW participants were notified of EW events by telephone and email (where available) by 4:00 p.m. the day preceding an EW event. Idaho Power utilized an autodialing system with live operators for the notification call for the first three EW events. If contact was not made with the first call, live operators called a second time, for the first three EW events. After the first three events, Idaho Power utilized its autodialing system with an automated message. The autodialing system also delivered recorded messages for up to two successive calls if personal contact with a participant was not made.

## PROGRAM ENROLLMENT

The TOD Pilot Program had 85 participants as of August, 2006. Seventy-one of the 85 participants during 2006 also participated in the Pilot Program during 2005. Fourteen new customers enrolled in the Pilot Program for 2006 while 18 customers who were enrolled in the TOD Pilot Program in 2005 dropped

out prior to the summer of 2006. No customers who enrolled in the TOD Pilot Program for the summer of 2006 canceled their enrollment prior to August 31.

There were 68 participants in the EW Pilot Program as of August, 2006. Fifty-two of the 68 EW participants also participated in the Pilot Program during 2005. Sixteen new customers enrolled in the EW Pilot Program for 2006. There were 21 EW customers who were enrolled in the Pilot Program during 2005 that dropped out prior to the summer of 2006. Seven customers who enrolled in the EW Pilot Program for the summer of 2006 canceled their enrollment prior to August 31, compared to 4 cancellations in 2005. Customers who canceled their enrollment prior to August 31 were not counted as participants in the final results.

## PROGRAM OPERATIONAL ISSUES

Several operational issues that required more manual intervention in the operation of the EW and TOD Pilot Programs than initially anticipated during 2005 continued to be unresolved during 2006. The Meter Data Management System (MDMS) utilized to validate, estimate, and aggregate the AMR hourly meter usage data to be passed to Idaho Power's Customer Information System (CIS) did not pass acceptance testing during 2006. As a result it was necessary to manually check the data for accuracy and manually enter this information into the CIS in order for customers to be billed. In addition, a limitation of the CIS requires that the meter type for each customer participating in the Pilot Programs be reconfigured to accept time-variant consumptive values rather than traditional monthly subtractive meter readings. Currently this process, referred to as a 'virtual' meter exchange, is manual and no automated means exits to reconfigure the meter type without a modification to the CIS. Both of these manual processes must be overcome in order to make these programs more scalable and cost effective in the future and to insure accurate and timely billing and a high level of customer satisfaction.

Idaho Power will continue to focus on resolving internal issues related to the offering of the TOD and EW programs. Work will continue with the vendor of the MDMS to complete the installation with the expectation that the MDMS will pass acceptance testing in 2007. In addition, Idaho Power will investigate cost-effective modifications to the CIS to reduce the amount of manual intervention needed to manage customer movement onto and off of the time-variant pricing programs now required for the virtual meter exchange.

## PROGRAM RESULTS

In the fall of 2006, Idaho Power contracted with Clearwater Research, Inc. to conduct a survey to determine customer satisfaction with the TOD and EW Pilot Programs. Idaho Power also wanted to confirm whether or not the Pilot Programs had any effect on customer behavior, based on customer feedback and perception, whether customers used any devices to help facilitate changes in energy usage, and potential interest in future participation. The survey targeted all 153 customers participating in either program at the end of August, 2006. A total of 102 surveys with participants were completed.

In comparing 2005 and 2006 survey results, several observations can be made. In the 2006 study, 84 percent of the EW participants and 75 percent of the TOD participants indicated they changed the way they used electricity as a result of participating in the Pilot Programs. In 2005, only 56 percent of Energy Watch participants and 39 percent of TOD participants said participating in the programs had affected

their lifestyle. Another shift from 2005 to 2006 was an increase in interest in continuing participation another year. In 2006, 67 percent of EW customers stated they were very likely to participate in the program another year versus 62 percent of 2005 EW customers. TOD customers also saw an increase in the likelihood to participate in the program another year. In 2006, 68 percent of TOD customers said they were very likely to participate in the program another year. At the end of 2005, 58 percent of TOD customers said they were very likely to participate in the program the following year.

For 2006 survey results, see Clearwater's *Idaho Power Emmet Study Year Two Final Report* (Attachment A).

In the fall of 2006, Idaho Power contracted with RLW Analytics to validate the hourly data and to evaluate the peak impacts, energy impacts, and bill impacts for TOD and EW participants. RLW also analyzed weather data to determine the relationship between weather and peak reduction for the Pilot Programs.

In order to analyze the impacts of the TOD and EW Programs, RLW used the same control group for each program that was selected for the 2005 analysis. The control groups were selected by examining the correlation between the Pilot Program participants and customers in the control group pool during the summer of 2004. A control group of approximately five "similar" customers was selected for each Pilot Program participant. Included in RLW's analysis are comparisons for the control and test groups.

The load shifting impacts among the TOD and EW participants for 2006 are comparable to those for 2005. For both 2005 and 2006, the change in load for the TOD participants compared to the test group was not statistically significant. However, the load shifting impact for both years was statistically significant for the EW participants.

For the results of RLW's analysis, see *Residential Time-of-Day and Energy Watch Pilot Program Analysis Final Report January 2006* (Attachment B).

## FUTURE OF THE TIME-OF-DAY AND ENERGY WATCH PROGRAMS

The TOD and EW Pilot Programs have provided the Company with valuable information regarding customers' response to time-variant energy pricing. The information gathered during the two-year period during which the programs have been in effect, including customer survey information, data analysis, and information obtained from speaking directly to program participants, indicates that most customers were highly satisfied with the TOD and EW Pilot Programs during both the 2005 and 2006 Pilot Program years and would be likely to participate in the future. In order to enable the Company to continue evaluating, testing, and refining both time variant pricing offerings and the data transfer, billing, and customer issues related to these optional programs, Idaho Power intends to offer the TOD and EW programs to residential customers in the Emmett Valley on an on-going basis. The Company expects to file an Application with the Commission in the near future requesting authority to implement these optional programs beginning in the summer of 2007.

# ATTACHMENT 1

Idaho Power Company

# 2006 Analysis of the Residential Time-of-Day and Energy Watch Pilot Programs
***Final Report***

December 2006

Prepared for
Idaho Power Company

Prepared by
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# Idaho Power Company
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## *Final Report*

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# Idaho Power Company
## 2006 Analysis of the Residential Time-of-Day and Energy Watch Pilot Programs

# 1 EXECUTIVE SUMMARY

The Time-of-Day (TOD) and Energy Watch (EW) Pilot Programs were approved by the Idaho Public Utilities Commission (IPUC) on March 22, 2005. The results for 2005 were reported in Analysis Residential Time-of-Day and Energy Watch Pilot Program dated January 2006. The programs were renewed in effect from June 1 to August 31, 2006. The goal of both programs is to test the ability of the AMR system to enable Idaho Power Company (IPCO) to offer time-variant programs and to ascertain the ability of these programs to reduce peak loads during the summer months. Offering these programs allowed IPCO to design, test, and implement program marketing plans, internal company processes, and workflow procedures. These programs were offered only to residential customers in the Emmett, Idaho area.

## 1.1 Summary of Results: Time-of-Day Pilot

Time-of-Day is a conventional time-of-use energy program in which participants are charged differing electricity rates for the following times and days of the weeks:

- On-peak ($0.083279): Weekdays from 1pm to 9pm
- Mid-peak ($0.061060): Weekdays from 7am to 1pm
- Off-Peak ($0.045145): Weekdays from 9pm – 7am, and all hours weekends and holidays

At the end of August 2006, there were 85 Time-of-Day pilot program participants with 83 having complete data for analysis. The analysis was based on interval hourly load data collected through the advanced meter reading (AMR) system for the Time-of-Day test participants and a large matched control group sample.

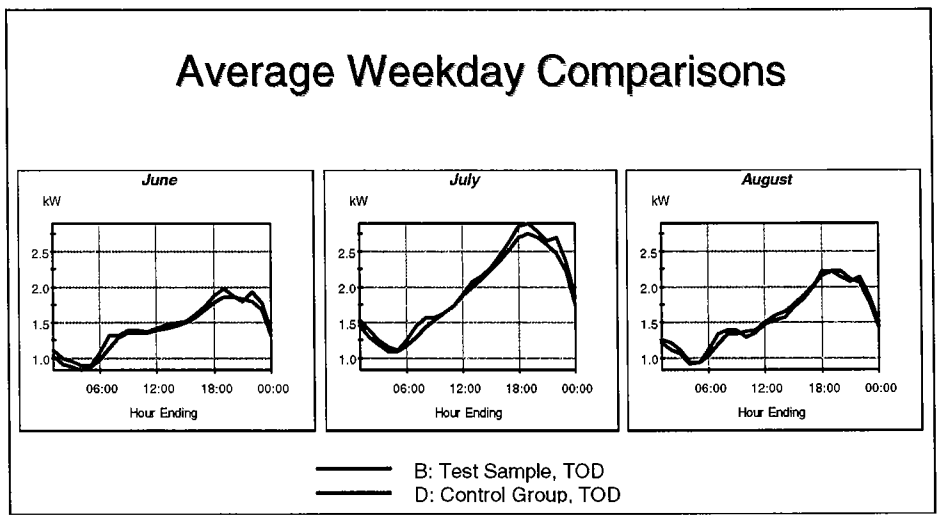


**Figure Ex 1 – Average Weekday Comparison**

Figure Ex 1 presents a series of graphs comparing the average weekday demand for the test group (i.e., Time-of-Day) customers and their control group counterparts. The graph indicates the average demand per customer during the average weekday period is actually higher for the test

group customers when compared to the control group. However, a close examination of the average weekday load profile indicates a slight increase in load immediately following the on-peak period (i.e., at hour ending 10pm) for the time-of-day test group that is not evident in the control group.

Table Ex 1 summarizes the energy usage associated with the test group and control group by time-of-use period. The table displays the average energy usage by month and for the entire summer along with the percentage of average total use within each time-of-use period. In addition, the table presents the difference between the control group usage and the test group usage with positive numbers indicating that the test group used less energy than the control group in that particular period. Finally, the table includes the results of a statistical T-test that tests the hypothesis that the difference is statistically equal to zero. The T-test statistic along with the probability of getting a larger T-value is presented. The difference is deemed statistically significant at the 10% level if the PR>|T| is less that 0.1000. During the summer of 2006 the test group on average used 37 kWh more during the on-peak period and 146 kWh more during the off-peak period. On a percentage of total use basis, the control group used 21.8% of their total seasonal energy during the on-peak period compared to 21.6% for the test group.

| | Average Use (kWh) | | Percent of Total Use | | | | |
|---|---|---|---|---|---|---|---|
| Period | Control (n=419) | TOD Test (n=83) | Control (n=419) | TOD Test (n=83) | Control-TOD Difference | T-Value | PR>\|T\| |
| June Usage | | | | | | | |
| On-Peak | 211.53 | 225.09 | 21.7% | 21.6% | (13.56) | (0.86) | 0.3903 |
| Mid-Peak | 175.74 | 184.22 | 18.1% | 17.7% | (8.48) | (0.65) | 0.5185 |
| Off-Peak | 585.80 | 633.62 | 60.2% | 60.8% | (47.82) | (1.13) | 0.2577 |
| June Usage | 973.07 | 1,042.93 | 100.0% | 100.0% | (69.86) | (1.03) | 0.3047 |
| July Usage | | | | | | | |
| On-Peak | 288.53 | 306.60 | 20.8% | 20.7% | (18.07) | (0.87) | 0.3842 |
| Mid-Peak | 200.32 | 210.98 | 14.5% | 14.2% | (10.66) | (0.71) | 0.4778 |
| Off-Peak | 896.95 | 964.65 | 64.7% | 65.1% | (67.70) | (1.10) | 0.2702 |
| July Usage | 1,385.80 | 1,482.23 | 100.0% | 100.0% | (96.43) | (1.03) | 0.3038 |
| August Usage | | | | | | | |
| On-Peak | 263.15 | 267.98 | 23.2% | 22.8% | (4.83) | (0.26) | 0.7984 |
| Mid-Peak | 192.31 | 195.60 | 17.0% | 16.7% | (3.29) | (0.23) | 0.8147 |
| Off-Peak | 678.95 | 709.21 | 59.9% | 60.5% | (30.26) | (0.70) | 0.4860 |
| August Usage | 1,134.41 | 1,172.79 | 100.0% | 100.0% | (38.38) | (0.53) | 0.5983 |
| Summer Usage: June - August | | | | | | | |
| On-Peak | 763.21 | 799.67 | 21.8% | 21.6% | (36.46) | (0.66) | 0.5091 |
| Mid-Peak | 568.37 | 590.80 | 16.3% | 16.0% | (22.43) | (0.52) | 0.6041 |
| Off-Peak | 2,161.70 | 2,307.48 | 61.9% | 62.4% | (145.78) | (0.99) | 0.3212 |
| Summer 06 Usage | 3,493.28 | 3,697.95 | 100.0% | 100.0% | (204.67) | (0.87) | 0.3852 |

**Table Ex 1 – Time-Of-Day Summary Results**

Table Ex 2 presents a comparison of customer bills developed for the test group and control group participants under Rate Schedule[1] 1 (Standard) and Rate Schedule 5 (TOD). The table presents the mean and median bills for each group. For both groups, the average Time-of-Day bill is slightly lower than the standard residential bill. However, if we compare the control group under the standard bill and the Time-of-Day group under the TOD bill we see that the Time-of-

[1] A summary table of the rates is provided as a technical appendix to this report.

Day group saved $1.57 for the three-month period. This is a reduction of less than 1% from the standard residential rate.

| TOD Control Group Sample n=419 Customers | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | June | | July | | August | | June Through August | | |
| Statistic | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | Difference TOD-STd |
| Mean | $55.20 | $57.85 | $75.64 | $81.51 | $64.12 | $67.08 | $194.63 | $206.08 | ($11.45) |
| Median | $49.45 | $51.22 | $68.24 | $72.83 | $56.96 | $59.39 | $175.32 | $183.83 | ($3.48) |
| Test Group Sample n=83 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | Difference TOD-STd |
| Mean | $58.75 | $61.79 | $80.51 | $87.01 | $65.95 | $69.24 | $204.51 | $217.31 | ($12.80) |
| Median | $48.92 | $51.64 | $70.79 | $74.27 | $57.97 | $60.46 | $172.74 | $183.31 | ($10.63) |
| Control Group Sample n=419 Customers and Test Group n=83 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Difference TOD-Std |
| Mean | $58.75 | $57.85 | $80.51 | $81.51 | $65.95 | $67.08 | $204.51 | $206.08 | ($1.57) |

**Table Ex 2 – Time-of-Day Bill Comparisons**

## 1.2 Summary of Results: Energy Watch Pilot

Energy Watch is a critical peak pricing pilot program with 68 participants under which the participants receive notification the day before a critical peak event is called. The 2006 analysis was based on 66 participants with complete data. A total of ten Energy Watch days per year can be called between the dates of June 15th and August 15th. The critical peak events have the following characteristics:

- Critical peak price (CPP) hours are from 5pm to 9pm
- All customers subject to CPP hours are provided day ahead notification
- CPP energy price is $0.20 per kWh
- Non-CPP energy price is $0.054251 per kWh

The Energy Watch impact evaluation utilized interval load data available for the test group participants and for a large matched control group. The Energy Watch participants showed dramatic reductions during the critical peak pricing events. Figure Ex 2 presents the average of all ten event days for the test group (red line) and control group (black line). In aggregate, the maximum average load reduction per customer of 1.29 kW occurs at hour ending 8pm with the average load reduction calculated as 1.26 kW. The total savings during the curtailment period is estimated to be 5.03 kWh per customer. The morning increase on the curtailment days is evident from the figure and averages about 0.1 kW.

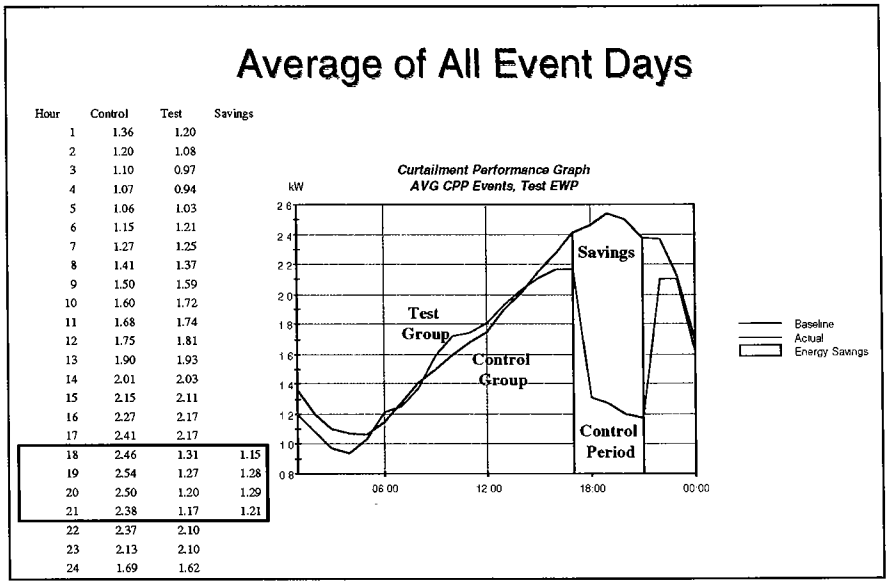


**Figure Ex 2 – Energy Watch Program – Average Impacts**

Table Ex 3 presents a summary of the ten Energy Watch event days. As indicated, substantial load is reduced by the Energy Watch participants during the critical peak pricing events on every single event day. The maximum hourly load reduction per participant was 1.70 kW which occurred on July 27, 2006 at hour ending 8pm. The average hourly demand reduction had a fairly wide range. The average demand reduction ranged from a low of 0.64 kW on June 29, 2006 to the previously reported high of 1.70kW on July 27, 2006.

| Hour Beginning | Hour Ending | Event Day Reductions (kW) | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 29-Jun | 11-Jul | 14-Jul | 18-Jul | 19-Jul | 25-Jul | 27-Jul | 3-Aug | 9-Aug | 15-Aug | Average |
| 5pm | 6pm | 0.64 | 1.31 | 1.09 | 1.39 | 1.20 | 1.33 | 1.58 | 1.14 | 0.83 | 1.02 | 1.17 |
| 6pm | 7pm | 0.69 | 1.50 | 1.17 | 1.43 | 1.32 | 1.45 | 1.62 | 1.27 | 1.14 | 1.15 | 1.29 |
| 7pm | 8pm | 0.77 | 1.58 | 1.16 | 1.57 | 1.41 | 1.55 | 1.70 | 1.24 | 1.02 | 0.96 | 1.33 |
| 8pm | 9pm | 0.80 | 1.48 | 1.11 | 1.47 | 1.27 | 1.40 | 1.60 | 1.13 | 0.95 | 0.89 | 1.25 |
| Four-Hour Total | | 2.89 | 5.87 | 4.53 | 5.85 | 5.20 | 5.74 | 6.50 | 4.77 | 3.94 | 4.02 | 5.03 |
| Average Hourly | | 0.72 | 1.47 | 1.13 | 1.46 | 1.30 | 1.43 | 1.62 | 1.19 | 0.99 | 1.01 | 1.26 |
| Minimum Temp | | 68 | 65 | 65 | 61 | 62 | 75 | 68 | 59 | 62 | 67 | 65 |
| Maximum Temp | | 85 | 100 | 98 | 94 | 98 | 99 | 104 | 92 | 85 | 92 | 95 |
| Average Temp | | 75 | 84 | 83 | 79 | 80 | 87 | 87 | 76 | 73 | 80 | 80 |

**Table Ex 3 – Energy Watch Program Summary**

Table Ex 4 presents a comparison of customer bills developed for the Energy Watch test group and control group under Rate Schedule 1 (Standard) and Rate Schedule 4 (EW). The table presents the mean and median bills for each group. For both groups, the average Energy Watch bill is slightly lower than the average standard residential bill. This is an indication that applying this rate to the larger group results in customer savings without associated action. However, the Energy Watch group was successful in saving substantially more than their control group counterparts. Comparing the Energy Watch participant bills to the control group standard bills result in a savings of $24.74 for the three summer months. This is nearly a 12% reduction from the average standard bill.

| EW Control Group Sample n=355 Customers | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | June | | July | | August | | June Through August | | |
| Statistic | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | Difference EWP-Std |
| Mean | $55.57 | $59.32 | $84.49 | $82.79 | $67.06 | $69.03 | $207.12 | $211.13 | ($4.01) |
| Median | $51.74 | $55.11 | $78.85 | $77.02 | $62.45 | $64.00 | $195.38 | $197.91 | ($2.49) |
| Test Group Sample n=66 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | Difference EWP-Std |
| Mean | $53.45 | $57.46 | $72.77 | $75.43 | $61.28 | $64.70 | $186.39 | $196.44 | ($10.05) |
| Median | $50.40 | $54.14 | $64.16 | $64.92 | $59.66 | $61.88 | $166.10 | $175.86 | ($7.73) |
| Control Group Sample n=355 and Test Group Sample n=66 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Difference EW-Std |
| Mean | $53.45 | $59.32 | $72.77 | $82.79 | $61.28 | $69.03 | $186.39 | $211.13 | ($24.74) |

**Table Ex 4 – Energy Watch Bill Comparisons**

# 2 INTRODUCTION

## 2.1 Pilot Programs

The Time-of-Day (TOD) and Energy Watch (EW) Pilot Programs are the result of the *Advanced Meter Reading (AMR) Phase One Implementation Plan* filed with the Idaho Public Utilities Commission (IPUC) in December 2003. The Time-of-Day and the Energy Watch pilot programs are aimed at testing the reduction in residential summer peak loads in the Emmett area by using time-variant pricing. Both pilot programs were initially approved by the IPUC on March 22, 2005. The results of the 2005 programs were reported in January, 2006. Following the summer of 2005, at the request of Idaho Power Company, the IPUC approved extending the programs through the summer of 2006. The goal of both of these programs is to test the ability of the AMR system, to enable Idaho Power Company to offer time-variant programs, and to ascertain the ability of these programs to reduce peak loads during the summer months. Offering these programs allows Idaho Power to design, test, and implement program marketing plans, internal company processes, and workflow procedures. These programs are offered only to residential customers in the Emmett area.

Time-of-Day is a conventional time-of-use energy program in which participants are charged differing electricity rates for the following times and days of the weeks:

- On-peak ($0.083279): Weekdays from 1pm to 9pm
- Mid-peak ($0.061060): Weekdays from 7am to 1pm
- Off-Peak ($0.045145): Weekdays from 9pm – 7am, and all hours weekends and holidays

The Time-of-Day pilot program had 85 participants as of August, 2006. This analysis is based on usable data from 83 participants.

Energy Watch is a critical peak pricing pilot program under which the participants receive notification the day before a critical peak event is called. By the end of the summer of 2006, there were 68 participants. This analysis is based on usable data for 66 participants. A total of ten Energy Watch days per year can be called between the dates of June 15$^{th}$ and August 15$^{th}$. The critical peak events have the following characteristics:

- Critical peak price (CPP) hours are from 5pm to 9pm
- All customers subject to CPP hours are provided day ahead notification
- CPP energy price is $0.20 per kWh
- Non-CPP energy price is $0.054251 per kWh

## 2.2 Project Objectives

The primary goal of both programs is to test the effectiveness of time-variant programs in reducing peak summer loads. The evaluations are designed to analyze the impact of these programs on participants' loads, energy consumption, and on customer bills. In particular, the following variables are in play:

1. Demand reduction at the IPCO summer system peak period;
2. Energy conservation impacts across the summer season;
3. Change in energy use between the on-peak, mid-peak and off-peak periods;
4. Reduction in energy use during critical peak periods;
5. Temperature impacts on peak load reduction; and
6. Customer bill impacts.

## 2.3 Data Availability

The two pilot programs that require evaluation are aimed at reducing summer peak loads in the Emmett area. This area includes approximately 6,000 residential meter service points. Effectively, interval load data are available for all residential end users in the Emmett operating area beginning in May, 2004. The data are being collected using the Company's TWACS® Advanced Meter Reading (AMR) System. This evaluation is based on information provided by Idaho Power for 83 of the 85 Time-of-Day customers and 66 of the 68 Energy Watch customers who participated in the program through August 31, 2006.

## 2.4 Temperature Data

Figure 1 presents the hourly temperature data available from the Boise weather station from June 1, 2005 through August 31, 2006. The figure displays a conventional two-dimensional rendition of the hourly temperature (i.e., time on the x-axis and temperature on the y-axis) along with an EnergyPrint at the bottom of the figure. The EnergyPrint displays the temperature in three dimensions. For the horizontal EnergyPrint, time is represented on the y-axis, the day of the year is represented on the x-axis and the hourly temperature is presented as a color gradient with low temperatures in the black-blue spectrum and high temperatures in the yellow-white spectrum.

## 2.5 IPCO System Load Data

Figure 2 presents a graphical representation of the IPCO system load. The load is clearly summer sensitive with the highest loads occurring between mid-June and mid-September. Similar to Figure 1, the figure displays a conventional two-dimensional rendition of the load (i.e., time on the x-axis and magnitude of load on the y-axis) along with an EnergyPrint at the bottom of the figure. For the horizontal EnergyPrint, time is represented on the y-axis, the day of the year is represented on the x-axis and the load is presented as a color gradient with low levels of load in the black-blue spectrum and high levels of load in the yellow-white spectrum. The EnergyPrint shows an interesting overview of the data for the period June 1, 2005 through August 31, 2006.

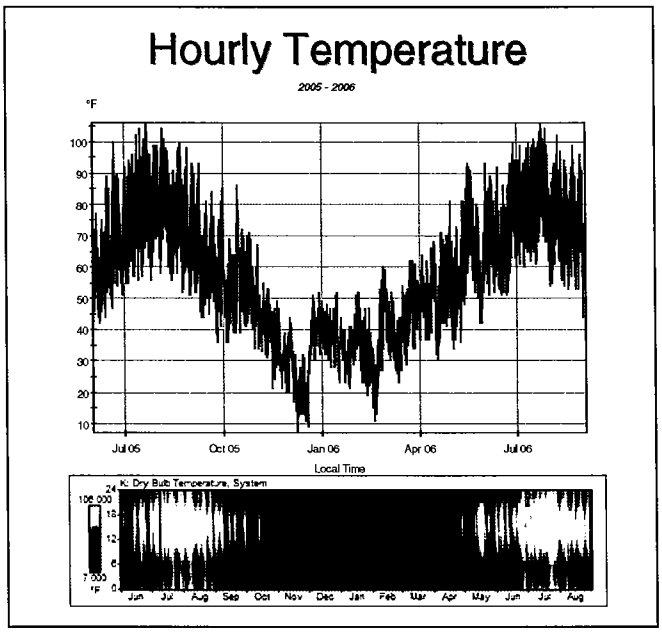


**Figure 1 – Hourly Temperature Data**

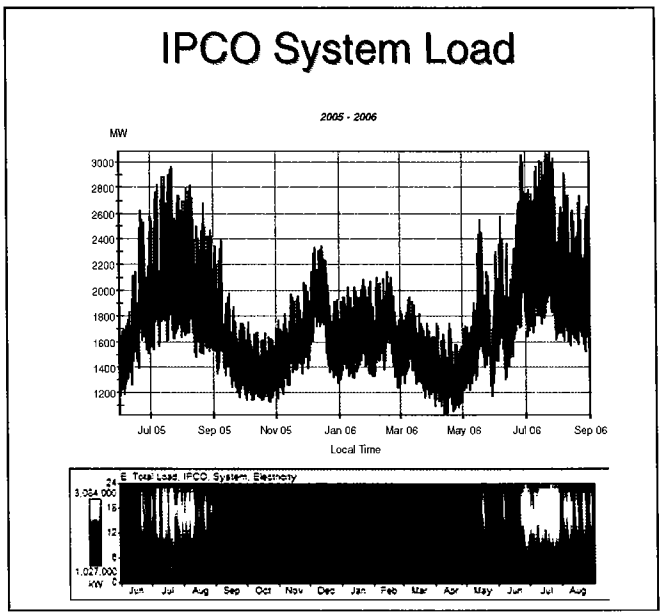


**Figure 2 – IPCO System Load**

Table 1 presents selected demand and energy characteristics for the IPCO system peak. The table presents the monthly energy use, timing of the system peak demand, the system peak demand and the load factor. Summary statistics are provided for the period 12-months ending August 31, 2006. During this period, the IPCO system peaked at a demand of 3,084MW on Monday, July 24, at hour ending 6pm. In contrast the non-summer peak reached a demand of 2,345 MW and occurred on Thursday, December 15, 2005 at hour ending 8am.

| Month | Monthly Energy Use (MWh) | System Peak Load Maximum At | Peak Demand (MW) | Average Demand (MW) | Load Factor (%) |
|---|---|---|---|---|---|
| Jun-05 | 1,272,357 | Tue Jun 21, 2005 4:00PM | 2,622 | 1,767 | 67.4% |
| Jul-05 | 1,641,727 | Fri Jul 22, 2005 4:00PM | 2,961 | 2,207 | 74.5% |
| Aug-05 | 1,538,801 | Tue Aug 9, 2005 5:00PM | 2,815 | 2,068 | 73.5% |
| Sep-05 | 1,190,787 | Thu Sep 8, 2005 6:00PM | 2,394 | 1,654 | 69.1% |
| Oct-05 | 1,050,358 | Wed Oct 5, 2005 8:00AM | 1,746 | 1,412 | 80.9% |
| Nov-05 | 1,137,344 | Mon Nov 28, 2005 8:00AM | 2,063 | 1,580 | 76.6% |
| Dec-05 | 1,354,727 | Thu Dec 15, 2005 8:00AM | 2,345 | 1,821 | 77.6% |
| Jan-06 | 1,250,134 | Wed Jan 25, 2006 8:00AM | 2,079 | 1,680 | 80.8% |
| Feb-06 | 1,118,767 | Thu Feb 16, 2006 8:00AM | 2,144 | 1,665 | 77.7% |
| Mar-06 | 1,139,815 | Fri Mar 10, 2006 9:00AM | 1,946 | 1,532 | 78.7% |
| Apr-06 | 987,133 | Thu Apr 6, 2006 8:00AM | 1,740 | 1,373 | 78.9% |
| May-06 | 1,252,068 | Wed May 17, 2006 7:00PM | 2,552 | 1,683 | 65.9% |
| Jun-06 | 1,455,504 | Tue Jun 27, 2006 6:00PM | 3,050 | 2,022 | 66.3% |
| Jul-06 | 1,752,325 | Mon Jul 24, 2006 6:00PM | 3,084 | 2,355 | 76.4% |
| Aug-06 | 1,546,019 | Mon Aug 7, 2006 6:00PM | 2,914 | 2,078 | 71.3% |
| Sep05-Aug06 | 15,234,981 | Mon Jul 24, 2006 6:00PM | 3,084 | 1,739 | 56.4% |

**Table 1 – IPCO System Peak Information**

Figure 3 presents graphs of the non-summer and summer system peaks. The non-summer peak is bimodal with early morning and early evening peaks of similar magnitude. The summer system peak shows a substantial amount of summer afternoon load.

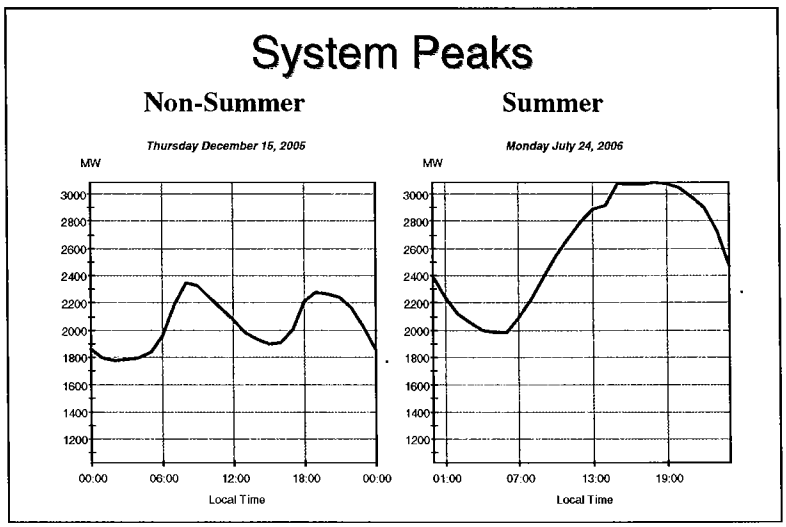


**Figure 3 – Non-Summer versus Summer System Peaks**

# 3 TIME-OF-DAY (TOD) PILOT EVALUATION

In this section we examine the impact evaluation of the Time-of-Day Pilot program. Time-of-Day is a conventional time-of-use energy program in which participants are charged differing electricity rates for the following times and days of the week:

- On-peak ($0.083279): Weekdays from 1pm to 9pm
- Mid-peak ($0.061060): Weekdays from 7am to 1pm
- Off-Peak ($0.045145): Weekdays from 9pm – 7am, weekends and holidays

The Time-of-Day impact evaluation uses hourly interval load data in a test-control experimental design. The test group is comprised of 83 Emmett area customers recruited into the Time-of-Day pilot program. The control group was developed by statistically selecting customers that were similar to the pilot participants based on their summer 2004 hourly load.

## 3.1 TOD Pilot Program Participants

Complete data were available for 83 of the 85 pilot program participants and used in the Time-of-Day Pilot Evaluation. A simple average was constructed for each hour from June 1, 2006 through August 31, 2006. The average load for the TOD Pilot program participants is displayed in Figure 4. The average demand ranged from a low of 0.72 kW to a high of 3.45 kW.

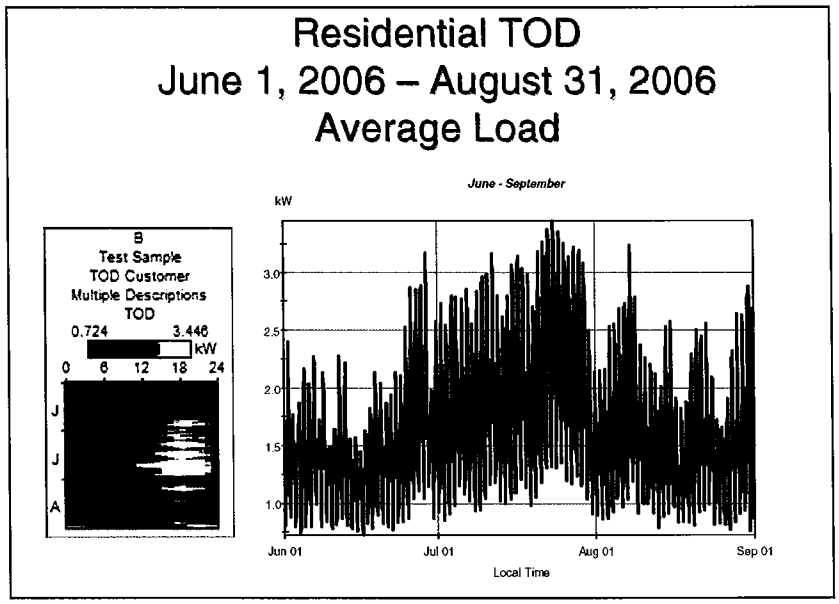


**Figure 4 – Residential TOD Average Demand**

Table 2 presents summary information for the residential TOD participants for the 2006 summer period. The average peak demand is estimated to be 3.45 kW and occurred on Sunday, July 23, 2006 at hour ending 6pm. The average summer energy usage is estimated to be 3,685 kWh yielding a summer load factor of 48.4%.

| Month | Monthly Energy Use (kWh) | Time-of-Day Class Peak Maximum At | Peak Demand (kW) | Average Demand (kW) | Load Factor (%) |
|---|---|---|---|---|---|
| Jun-06 | 1,043 | Wed Jun 28, 2006 7:00PM | 3.17 | 1.45 | 45.7% |
| Jul-06 | 1,476 | Sun Jul 23, 2006 6:00PM | 3.45 | 1.98 | 57.6% |
| Aug-06 | 1,166 | Mon Aug 7, 2006 6:00PM | 3.24 | 1.57 | 48.4% |
| Jun06-Aug06 | 3,685 | Sun Jul 23, 2006 6:00PM | 3.45 | 1.67 | 48.4% |

**Table 2 – Average Demand and Energy Usage Characteristics**

## 3.2 TOD Control Group Participants

To analyze the impacts of the Time-of-Day rate, a control group was selected from the general population pool of Emmett customers. The control group was determined by examining the

correlation between the pilot program participants and customers in the control group pool during the summer of 2004. A control group of five "similar" customers was selected for each pilot program participant. Details regarding the goodness of fit between the control group and test group were presented in the 2005 impact evaluation report[2]. The same 2005 control group was used in this 2006 evaluation. The final control group sample was comprised of approximately 420 sample points.

Figure 5 presents the average load for the summer of 2006 developed for the TOD control group. The maximum demand for the control group sample was 3.29 kW and occurred on the system peak day, Monday, July 24, 2006 at hour ending 7pm.

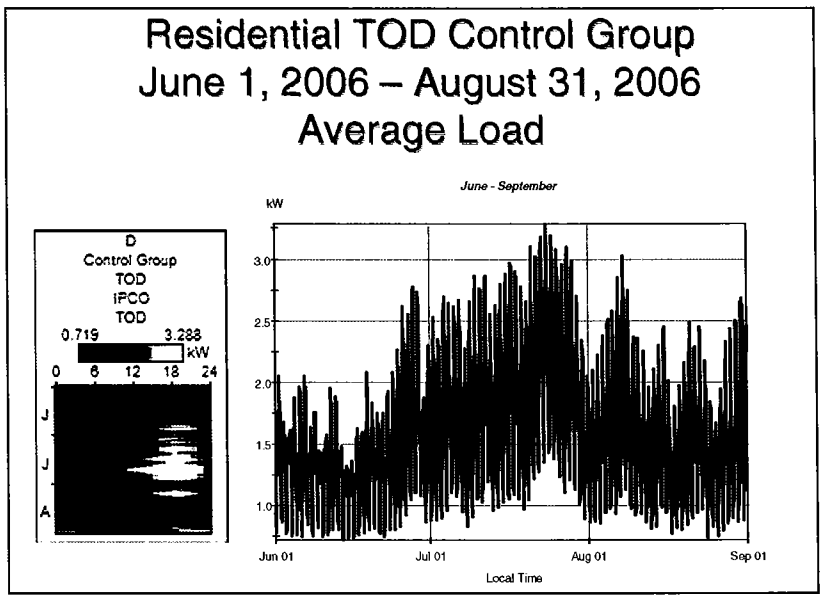


**Figure 5 – TOD Control Group**

## 3.3 2006 Time-of-Day Results

This section presents the findings associated with the Time-of-Day program impact evaluation.

### *3.3.1 Average Weekday and Weekend Day Comparisons*

Figure 6 and Figure 7 present the average weekday and weekend day comparisons for the control and test groups. Unlike the 2005 graphs where a load reduction in the afternoon and early evening periods was evident for the average weekday, the 2006 average weekday graphs show a higher load for the time-of-day group when compared to the test group. Recall the on-peak period was defined as weekdays between 1pm and 9pm with mid-peak defined as weekdays between 7am and 1pm. All other hours were off-peak. Interestingly, the time-of-day group does show an increase in load on weekdays during the first hour following the on-peak period (i.e., 10pm). Similarly, the 2006 average weekend graphs show some higher load for the test group.

[2] Residential Time-of-Day and Energy Watch Pilot Program Analysis, ***Final Report,*** January 2006.

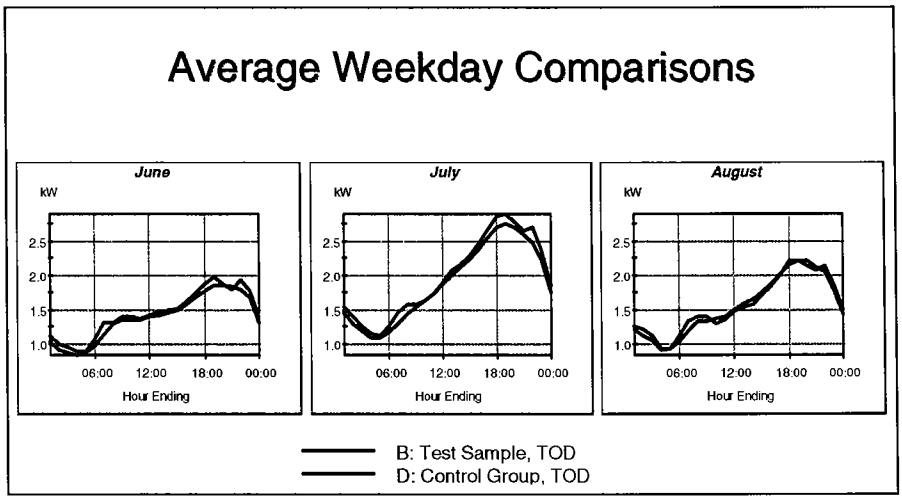


**Figure 6 – 2005 Average Weekday Comparisons**

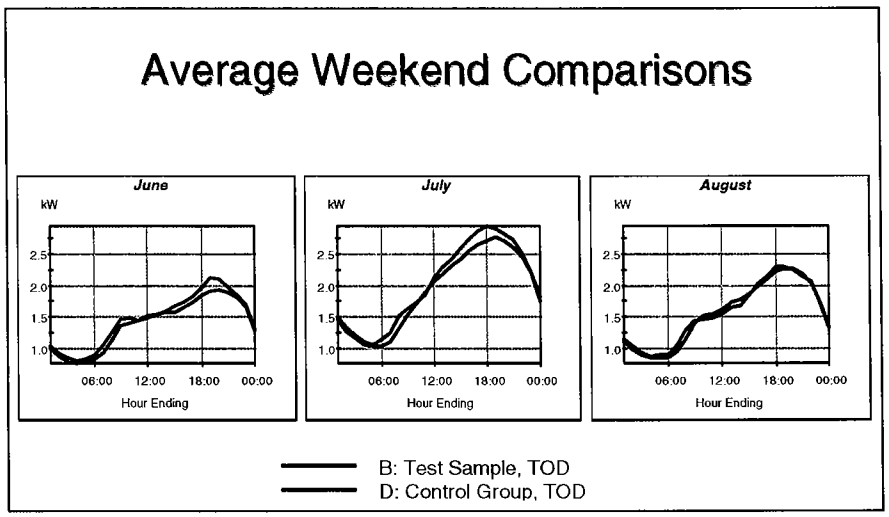


**Figure 7 – 2005 Average Weekend Comparisons**

To examine this phenomenon a little closer, the average weekday load profiles were plotted on a percent of maximum demand basis. These are presented in Figure 8. The June average weekday profile displays slightly lower loads in the early evening period with a return of load following the on-peak period. The July and August profiles are nearly identical with a slight increase in load evident in the time-of-day test group immediately following control.

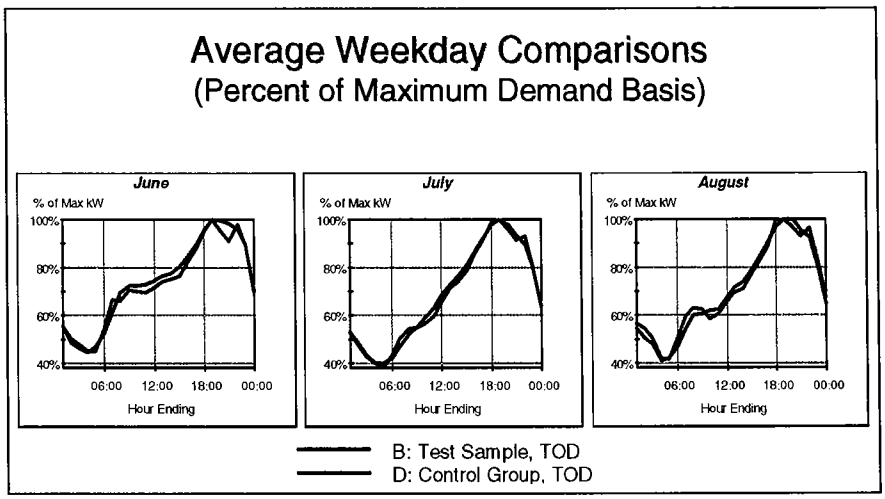


**Figure 8 – 2006 Average Weekday Comparisons: Normalized**

### *3.3.2 Monthly and Seasonal Energy Use*

Table 3 presents the on-peak, mid-peak and off-peak energy usage by month and season for the control and test groups along with the percentage of use in each period and the overall difference.

| Period | Average Use (kWh) | | Percent of Total Use | | Control-TOD Difference |
|---|---|---|---|---|---|
| | Control (n=419) | TOD Test (n=83) | Control (n=419) | TOD Test (n=83) | |
| June Usage | | | | | |
| On-Peak | 211.53 | 225.09 | 21.7% | 21.6% | (13.56) |
| Mid-Peak | 175.74 | 184.22 | 18.1% | 17.7% | (8.48) |
| Off-Peak | 585.80 | 633.62 | 60.2% | 60.8% | (47.82) |
| June Usage | 973.07 | 1,042.93 | 100.0% | 100.0% | (69.86) |
| July Usage | | | | | |
| On-Peak | 288.53 | 306.60 | 20.8% | 20.7% | (18.07) |
| Mid-Peak | 200.32 | 210.98 | 14.5% | 14.2% | (10.66) |
| Off-Peak | 896.95 | 964.65 | 64.7% | 65.1% | (67.70) |
| July Usage | 1,385.80 | 1,482.23 | 100.0% | 100.0% | (96.43) |
| August Usage | | | | | |
| On-Peak | 263.15 | 267.98 | 23.2% | 22.8% | (4.83) |
| Mid-Peak | 192.31 | 195.60 | 17.0% | 16.7% | (3.29) |
| Off-Peak | 678.95 | 709.21 | 59.9% | 60.5% | (30.26) |
| August Usage | 1,134.41 | 1,172.79 | 100.0% | 100.0% | (38.38) |
| Summer Usage: June - August | | | | | |
| On-Peak | 763.21 | 799.67 | 21.8% | 21.6% | (36.46) |
| Mid-Peak | 568.37 | 590.80 | 16.3% | 16.0% | (22.43) |
| Off-Peak | 2,161.70 | 2,307.48 | 61.9% | 62.4% | (145.78) |
| Summer 06 Usage | 3,493.28 | 3,697.95 | 100.0% | 100.0% | (204.67) |

**Table 3 – 2005 Time-of-Day Usage Comparisons**

For July, the control group averages approximately 1,386 kWh with 289 kWh consumed during the on-peak, 200 kWh in the mid-peak and 897 kWh in the off-peak. In contrast, the Time-of-Day group averages approximately 1,482 kWh with 307 kWh consumed during the on-peak, 211 kWh during the mid-peak and 965 kWh during the off-peak. The percentage of on-peak use for the control group was 20.8% compared to 20.7% for the Time-of-Day group.

To test the significance of the various numbers presented in Table 3, we set up a statistical T-test to examine the null hypothesis that the various sets of numbers between the control group and the test group are statistically the same. In the lexicon of statistics, the null hypothesis is that the control group and test group means are equal (i.e., $H_o$: $\mu_{control} = \mu_{test}$) and the alternative hypothesis is that the control group is not equal to the test group (i.e., $H_a$: $\mu_{control} \neq \mu_{test}$).

| Period | Average Use (kWh) | | Percent of Total Use | | Control-TOD Difference | T-Value | PR>\|T\| |
|---|---|---|---|---|---|---|---|
| | Control (n=419) | TOD Test (n=83) | Control (n=419) | TOD Test (n=83) | | | |
| June Usage | | | | | | | |
| On-Peak | 211.53 | 225.09 | 21.7% | 21.6% | (13.56) | (0.86) | 0.3903 |
| Mid-Peak | 175.74 | 184.22 | 18.1% | 17.7% | (8.48) | (0.65) | 0.5185 |
| Off-Peak | 585.80 | 633.62 | 60.2% | 60.8% | (47.82) | (1.13) | 0.2577 |
| June Usage | 973.07 | 1,042.93 | 100.0% | 100.0% | (69.86) | (1.03) | 0.3047 |
| July Usage | | | | | | | |
| On-Peak | 288.53 | 306.60 | 20.8% | 20.7% | (18.07) | (0.87) | 0.3842 |
| Mid-Peak | 200.32 | 210.98 | 14.5% | 14.2% | (10.66) | (0.71) | 0.4778 |
| Off-Peak | 896.95 | 964.65 | 64.7% | 65.1% | (67.70) | (1.10) | 0.2702 |
| July Usage | 1,385.80 | 1,482.23 | 100.0% | 100.0% | (96.43) | (1.03) | 0.3038 |
| August Usage | | | | | | | |
| On-Peak | 263.15 | 267.98 | 23.2% | 22.8% | (4.83) | (0.26) | 0.7984 |
| Mid-Peak | 192.31 | 195.60 | 17.0% | 16.7% | (3.29) | (0.23) | 0.8147 |
| Off-Peak | 678.95 | 709.21 | 59.9% | 60.5% | (30.26) | (0.70) | 0.4860 |
| August Usage | 1,134.41 | 1,172.79 | 100.0% | 100.0% | (38.38) | (0.53) | 0.5983 |
| Summer Usage: June - August | | | | | | | |
| On-Peak | 763.21 | 799.67 | 21.8% | 21.6% | (36.46) | (0.66) | 0.5091 |
| Mid-Peak | 568.37 | 590.80 | 16.3% | 16.0% | (22.43) | (0.52) | 0.6041 |
| Off-Peak | 2,161.70 | 2,307.48 | 61.9% | 62.4% | (145.78) | (0.99) | 0.3212 |
| Summer 06 Usage | 3,493.28 | 3,697.95 | 100.0% | 100.0% | (204.67) | (0.87) | 0.3852 |

**Table 4 – T-Test Analysis Results**

Table 4 presents the results of the T-test analysis and includes the T-Value and the probability of getting a larger T-Value (i.e., PR>|T|). For all three months and the summer season, the null hypothesis cannot be rejected for any period indicating that there was not a statistical change in the usage of the Time-of-Day participants when compared to the control group. On a percentage of use basis, the TOD customers used slightly less during the on-peak and mid-peak periods and slightly more during the off-peak.

### *3.3.3 System Peak Demand Reduction*

Figure 9 presents the test and control groups on the summer system peak day, Monday, July 24, 2006 at hour ending 6pm. The test group displays a peak that is approximately 0.14 kW higher than the control group. Figure 10 normalizes the data on a percent of maximum demand basis. This figure displays very similar profiles for the two groups on the system peak day.

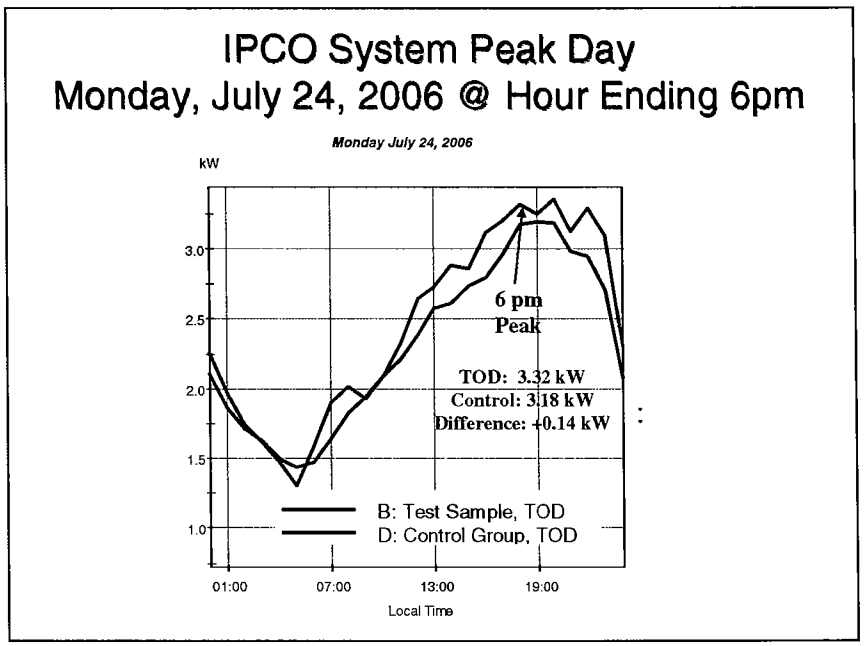


**Figure 9 – System Peak Reduction**

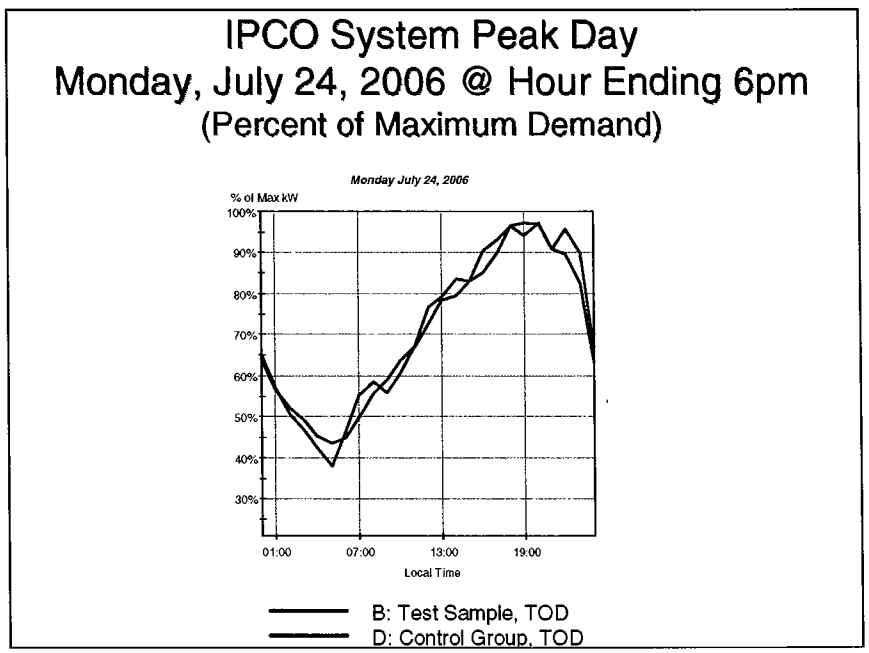


**Figure 10 – Normalized System Peak Demand**

### *3.3.4 Bill Comparisons*

Table 5 presents a summary of the bill[3] analysis conducted for the evaluation. The table presents the standard residential bill versus the Time-of-Day bill for the Time-of-Day control group and the test group. The table presents the analysis results monthly and in aggregate for the summer 2006 period June through August. The table presents the mean bill along with select statistics associated with the distribution of bills, e.g., the 10th percentile, the 1st quartile, the median, the 3rd quartile, and the 90th percentile. In addition, the average difference and the distribution statistics of the difference are presented. For the Time-of-Day control group customers the mean summer season bill was $206.08 under the standard rate. If these customers would have been billed under the Time-of-Day rate their bill would have decreased $11.45 to $194.63. At most points along the distribution the Time-of-Day bill was slightly lower than the standard bill. This indicates that there would be some free riders associated with the current Time-of-Day offering.

| TOD Control Group Sample n=419 Customers | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | June | | July | | August | | June Through August | | |
| Statistic | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | Difference TOD-Std |
| Mean | $55.20 | $57.85 | $75.64 | $81.51 | $64.12 | $67.08 | $194.63 | $206.08 | ($11.45) |
| 10th Percentile | $24.20 | $24.25 | $31.07 | $33.20 | $29.92 | $30.39 | $90.17 | $91.07 | ($0.10) |
| 1st Quartile | $34.83 | $35.77 | $49.10 | $51.18 | $40.24 | $41.88 | $127.42 | $132.37 | ($3.48) |
| Median | $49.45 | $51.22 | $68.24 | $72.83 | $56.96 | $59.39 | $175.32 | $183.83 | ($9.41) |
| 3rd Quartile | $70.45 | $74.55 | $94.31 | $102.05 | $77.97 | $83.22 | $240.09 | $254.77 | ($16.98) |
| 90th Percentile | $94.72 | $101.80 | $133.57 | $148.04 | $110.12 | $114.42 | $344.29 | $367.39 | ($26.45) |
| Test Group Sample n=83 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | TOD Rates | Standard Rates | Difference TOD-Std |
| Mean | $58.75 | $61.79 | $80.51 | $87.01 | $65.95 | $69.24 | $204.51 | $217.31 | ($12.80) |
| 10th Percentile | $33.20 | $33.36 | $43.66 | $46.55 | $38.78 | $38.51 | $113.33 | $118.42 | ($0.40) |
| 1st Quartile | $38.56 | $41.40 | $55.71 | $57.94 | $44.99 | $46.21 | $139.00 | $144.71 | ($4.86) |
| Median | $48.92 | $51.64 | $70.79 | $74.27 | $57.97 | $60.46 | $172.74 | $183.31 | ($10.63) |
| 3rd Quartile | $71.10 | $76.76 | $94.39 | $103.10 | $77.49 | $83.96 | $242.30 | $264.40 | ($17.80) |
| 90th Percentile | $94.66 | $100.02 | $128.76 | $139.32 | $99.95 | $103.22 | $312.57 | $342.54 | ($29.81) |
| Control Group Sample n=419 Customers and Test Group n=83 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Test TOD Rate | Control Std Rate | Difference TOD-Std |
| Mean | $58.75 | $57.85 | $80.51 | $81.51 | $65.95 | $67.08 | $204.51 | $206.08 | ($1.57) |

**Table 5 – Time-of-Day Bill Comparisons**

Examining the test group sample of customers, the average Time-of-Day bill was $204.51. If these customers would have been billed under the standard rate then the average summer seasonal bill would have been $217.31 or $12.80 more than the Time-of-Day bill. The last portion of the table contrasts the control group customer's average bill under the standard rate versus the test group customer's average bill under the Time-of-Day rate. Under this scenario, the Time-of-Day customer saves approximately $1.57 (or less than 1%) for the entire summer season.

[3] The customer bills were calculated based on the service charge, the energy charge and the power cost adjustment. A summary table of the rates is provided as a technical appendix to this report.

# 4 ENERGY WATCH PILOT (EW) EVALUATION

In this section we examine the impact evaluation of the Energy Watch Pilot program. Energy Watch is a critical peak pricing pilot program where the participants receive notification the day before a critical peak event is called. A total of ten Energy Watch days, or critical peak events, per year can be called between the dates of June 15th and August 15th. The critical peak events have the following characteristics:

- Critical peak price (CPP) hours are from 5pm to 9pm
- All customers subject to CPP hours are provided day ahead notification
- CPP energy price is $0.20 per kWh
- Non-CPP energy price is $0.054251 per kWh

The Energy Watch impact evaluation uses hourly interval load data in a test-control experimental design. The test group is comprised of 66 Emmett area customers in the Energy Watch pilot program as of August 2006. The control group was developed by statistically selecting customers that were similar to the pilot participants based on their summer 2004 hourly load.

## 4.1 Critical Peak Pricing Events

During 2006, a total of ten events were called. Table 6 presents the dates, the beginning and ending of the CPP period and selected temperature statistics for the day. The summer system peak day of Monday, July 24, 2006 was not an event day. The maximum temperature on the system peak day was 101°F and occurred at hour ending 6pm.

| | CPP Period | | Temperatures °F | | | |
|---|---|---|---|---|---|---|
| Event Day | Begin | End | Minimum | Maximum | Average | Time of Max |
| Thursday, June 29, 2006 | 5pm | 9pm | 68 | 85 | 75 | 2pm |
| Tuesday, July 11, 2006 | 5pm | 9pm | 65 | 100 | 84 | 5pm |
| Friday, July 14, 2006 | 5pm | 9pm | 65 | 98 | 83 | 4pm |
| Tuesday, July 18, 2006 | 5pm | 9pm | 61 | 94 | 79 | 4pm |
| Wednesday, July 19, 2006 | 5pm | 9pm | 62 | 98 | 80 | 4pm |
| Tuesday, July 25, 2006 | 5pm | 9pm | 75 | 99 | 87 | 5pm |
| Thursday, July 27, 2006 | 5pm | 9pm | 68 | 104 | 87 | 5pm |
| Thursday, August 03, 2006 | 5pm | 9pm | 59 | 92 | 76 | 5pm |
| Wednesday, August 09, 2006 | 5pm | 9pm | 62 | 85 | 73 | 6pm |
| Tuesday, August 15, 2006 | 5pm | 9pm | 67 | 92 | 80 | 4pm |

**Table 6 – Critical Peak Pricing Event Days**

## 4.2 Energy Watch Pilot Program Participants

Complete data for 66 of the 68 pilot program participants were available and used in the Energy Watch Pilot Evaluation. A simple average was constructed for the pilot program participants and is displayed in Figure 11. The figure displays the summer 2006 period from June 1, 2006 through August 31, 2006. The average demand ranged from a low of 0.63 kW to a high of 3.20 kW. The residential Energy Watch summer peak demand occurred on Monday, July 10, 2006 at hour ending 8pm.

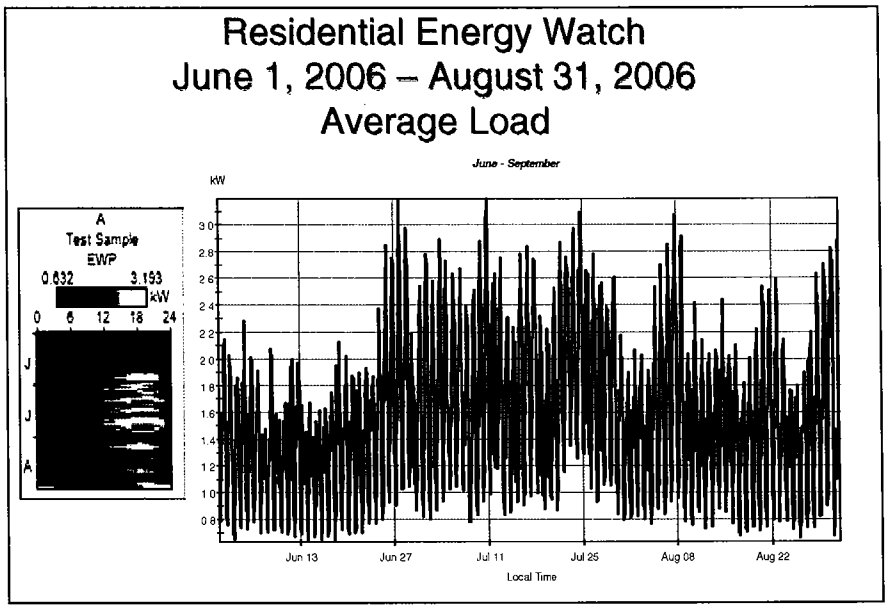


**Figure 11 – Energy Watch Pilot Participants**

Figure 12 presents a composite graph of each event day along with the maximum temperature for the day. The figure shows a substantial reduction in load during the critical peak pricing period on each event day. The challenge is selecting an appropriate customer baseline for use in the comparison. For the Energy Watch Pilot evaluation, a control group was developed similar to the one created for the Time-of-Day Pilot evaluation. Here again, the interval load data available for the 6,000 Emmett area residences were used to match approximately five customers to each individual Energy Watch Pilot participant based on the correlation of summer 2004 load. The control group for the 2006 evaluation was the same as the control group used in the 2005 evaluation.

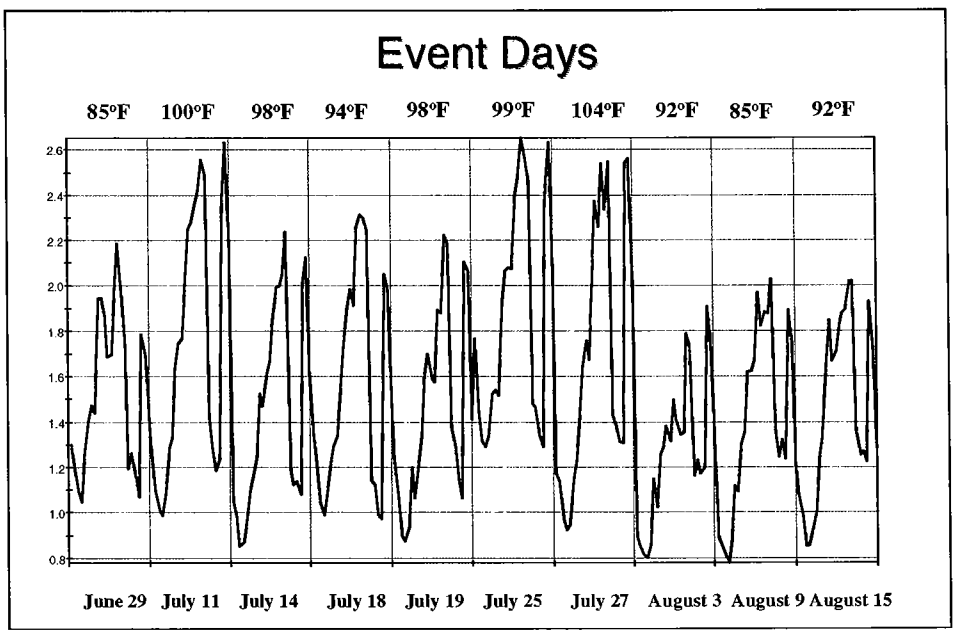


**Figure 12 – CPP Event Days**

## 4.3 EW Control Group Participants

To analyze the impacts of the Energy Watch pilot, a control group was selected from the general population pool of Emmett customers. The control group was determined by examining the correlation between the pilot program participants and customers in the control group pool during the summer or 2004. The 2006 control group consisted of approximately 355 customers. Figure 13 presents the average load developed for the EW control group for the summer 2006 period, i.e., June 1, 2006 through August 31, 2006. The maximum demand for the control group was 3.30 kW and occurred on the summer system peak day of Monday, July 24, 2006 at hour ending 7pm.

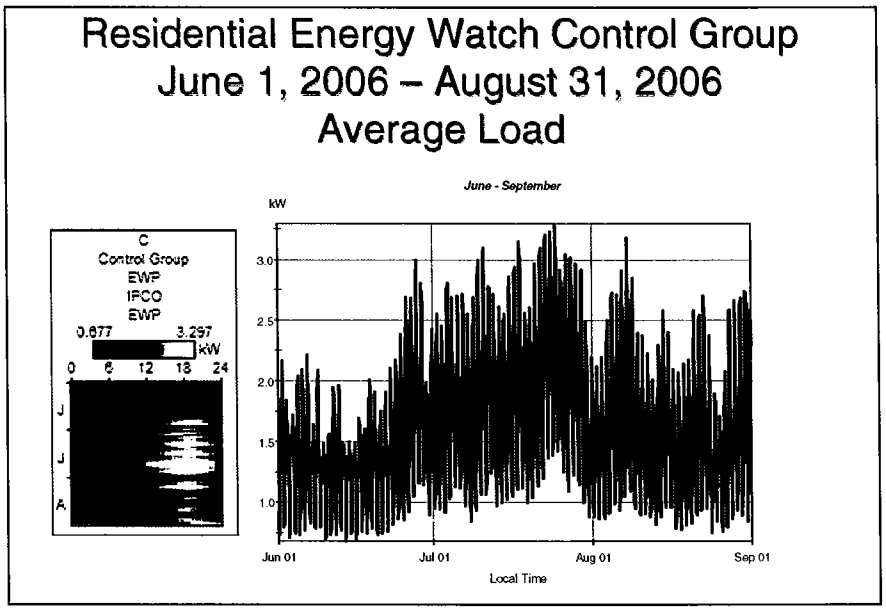


**Figure 13 – EW Control Group**

More discussion on the appropriateness of the control group can be found in the 2005 final report[4].

## 4.4 2006 Energy Watch Pilot Results

The following sections examine the impacts associated with the Energy Watch Pilot program. We begin by presenting summary information for all events followed by an examination of each individual event day.

### *4.4.1 2006 Energy Watch Pilot Summary*

Table 7 presents a summary of the ten Energy Watch days. Substantial load is reduced by the Energy Watch participants during the critical peak pricing events. The maximum hourly load reduction per participant was 1.70 kW which occurred on July 27, 2006 at hour ending 8pm. The average hourly demand reduction was fairly consistent ranging from a low of 0.64 kW on June 29, 2006 to a high of 1.70 kW on July 27, 2006. The average load reduction for the ten events was 1.26 kW. The average savings in the four hour event was approximately 5.03 kWh.

[4] Residential Time-of-Day and Energy Watch Pilot Program Analysis, ***Final Report,*** January 2006.

| Hour Beginning | Hour Ending | Event Day Reductions (kW) | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 29-Jun | 11-Jul | 14-Jul | 18-Jul | 19-Jul | 25-Jul | 27-Jul | 3-Aug | 9-Aug | 15-Aug | Average |
| 5pm | 6pm | 0.64 | 1.31 | 1.09 | 1.39 | 1.20 | 1.33 | 1.58 | 1.14 | 0.83 | 1.02 | 1.17 |
| 6pm | 7pm | 0.69 | 1.50 | 1.17 | 1.43 | 1.32 | 1.45 | 1.62 | 1.27 | 1.14 | 1.15 | 1.29 |
| 7pm | 8pm | 0.77 | 1.58 | 1.16 | 1.57 | 1.41 | 1.55 | 1.70 | 1.24 | 1.02 | 0.96 | 1.33 |
| 8pm | 9pm | 0.80 | 1.48 | 1.11 | 1.47 | 1.27 | 1.40 | 1.60 | 1.13 | 0.95 | 0.89 | 1.25 |
| Four-Hour Total | | 2.89 | 5.87 | 4.53 | 5.85 | 5.20 | 5.74 | 6.50 | 4.77 | 3.94 | 4.02 | 5.03 |
| Average Hourly | | 0.72 | 1.47 | 1.13 | 1.46 | 1.30 | 1.43 | 1.62 | 1.19 | 0.99 | 1.01 | 1.26 |
| Minimum Temp | | 68 | 65 | 65 | 61 | 62 | 75 | 68 | 59 | 62 | 67 | 65 |
| Maximum Temp | | 85 | 100 | 98 | 94 | 98 | 99 | 104 | 92 | 85 | 92 | 95 |
| Average Temp | | 75 | 84 | 83 | 79 | 80 | 87 | 87 | 76 | 73 | 80 | 80 |

**Table 7 – Energy Watch Pilot Summary**

### *4.4.2 Event Day: Thursday, June 29, 2006*

The first event was called on Thursday, June 29, 2006. The maximum outdoor temperature during that day was 85°F. Figure 14 presents the average hourly load for the test and control groups for the week of the event.

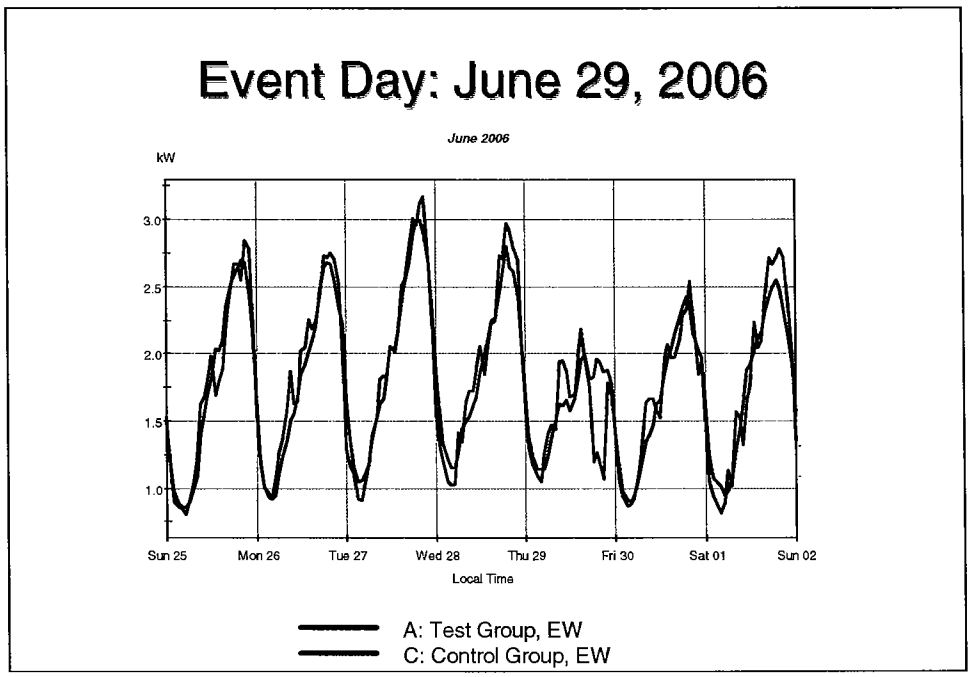


**Figure 14 – Energy Watch Pilot: Week of June 25, 2006**

Figure 15 presents the event day analysis. During the event a substantial amount of load is reduced from the critical peak pricing period. There is some indication that the test group shifted load to the early morning period prior to the critical peak pricing event. The average hourly load reduction ranged from a low of 0.64 kW to a high of 0.80 kW. The average reduction across the four hour period was 0.72 kW.

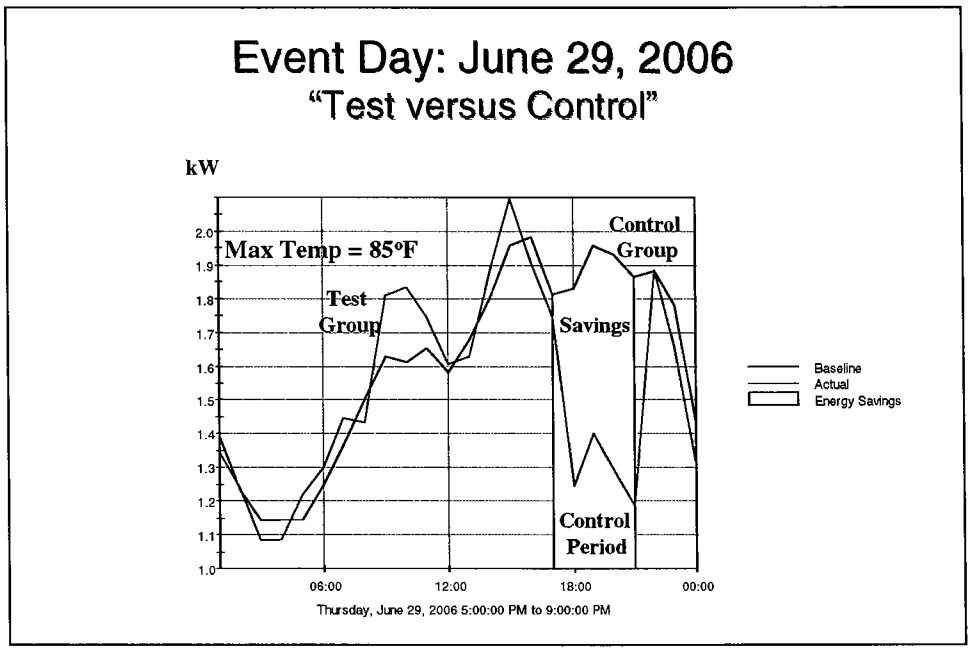


**Figure 15 – Event Day Impacts: Thursday, June 29, 2006**

### *4.4.3 Event Days: Tuesday, July 11, 2006 and Friday, July 14, 2006*

The second and third events were called the week of July 9, 2006. The maximum outdoor temperature on two event days called that week was 100°F on Tuesday, July 11, 2006 and 98°F on Friday, July 14, 2006. Figure 16 presents the average hourly load for the test and control groups for the week of July 9, 2006.

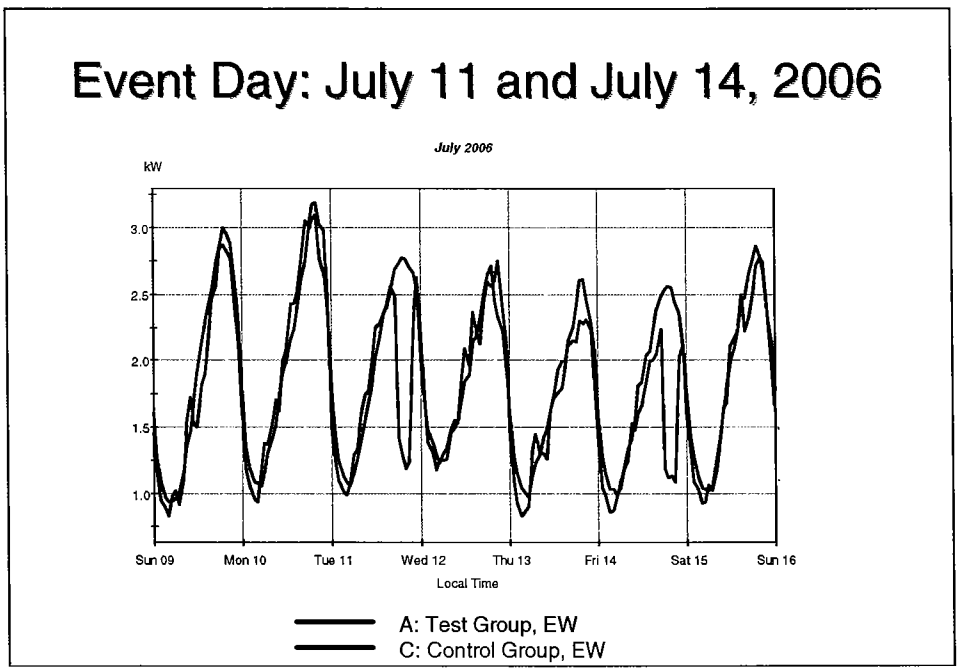


**Figure 16 – Energy Watch Pilot: Week of July 9, 2006**

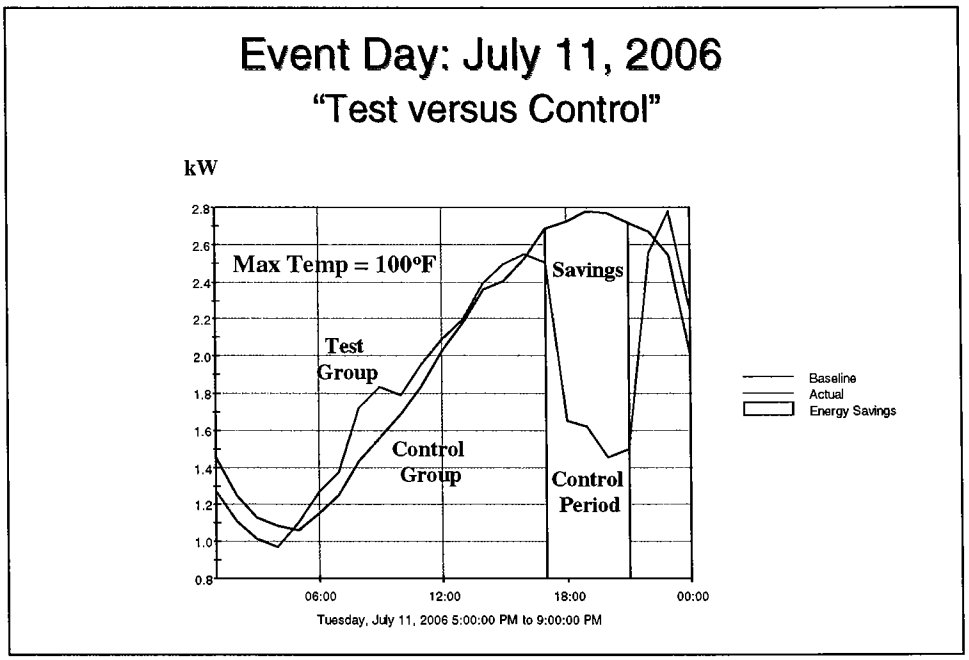


**Figure 17 – Event Day Impacts: Tuesday, July 11, 2006**

Figure 17 and Figure 18 present the event day analyses for July 11, 2006 and July 14, 2006. During both events a substantial amount of load is reduced from the critical peak pricing period. For Tuesday, July 11, 2006 the load reduction ranged from a low of 1.31 kW to a high of 1.58 kW. The average reduction across the four hour period was 1.47 kW. For Friday, July 14, 2006 the average hourly load reduction ranged from a low of 1.09 kW to a high of 1.17 kW. The average load reduction for the four hour period was 1.13 kW.

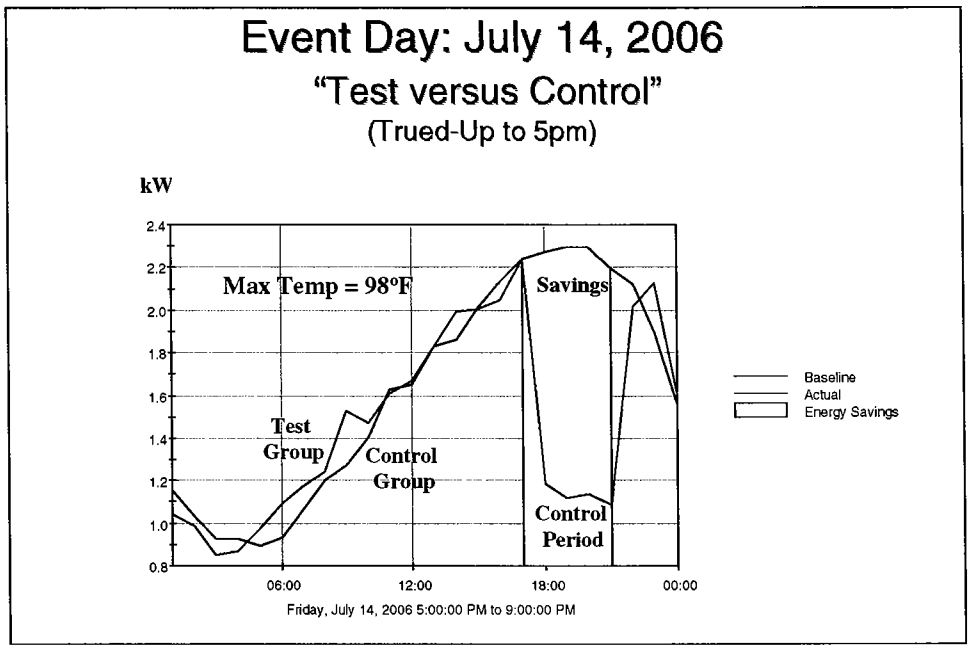


**Figure 18 – Event Day Impacts: Friday, July 14, 2006**

### *4.4.4 Event Days: Tuesday, July 18, 2006 and Wednesday, July 19, 2006*

The fourth and fifth events of the season were called the week of July 16, 2006. The maximum outdoor temperature on the Tuesday, July 18, 2006 event day was 94°F and 98°F on Wednesday, July 19, 2006. Figure 19 presents the average hourly load for the test and control groups for the week of July 16, 2006.

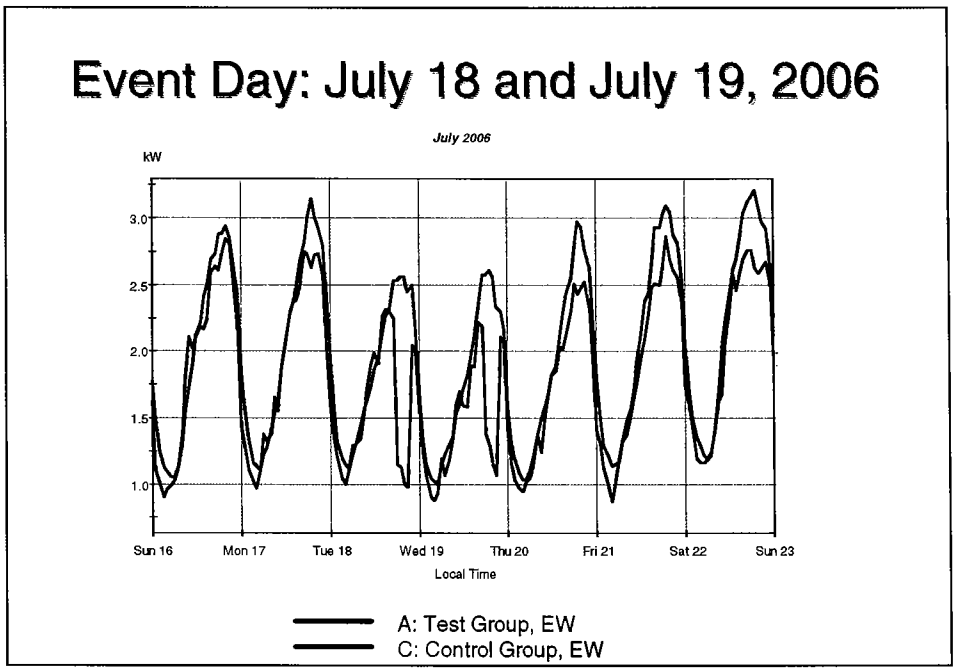


**Figure 19 – Energy Watch Pilot: Week of July 16, 2006**

Figure 20 presents the event day analysis for Tuesday, July 18, 2006. Once again, a substantial amount of load is reduced during the critical peak pricing period. The average hourly load reduction ranged from a low of 1.39 kW to a high of 1.57 kW. The average reduction across the four hour period was 1.46 kW.

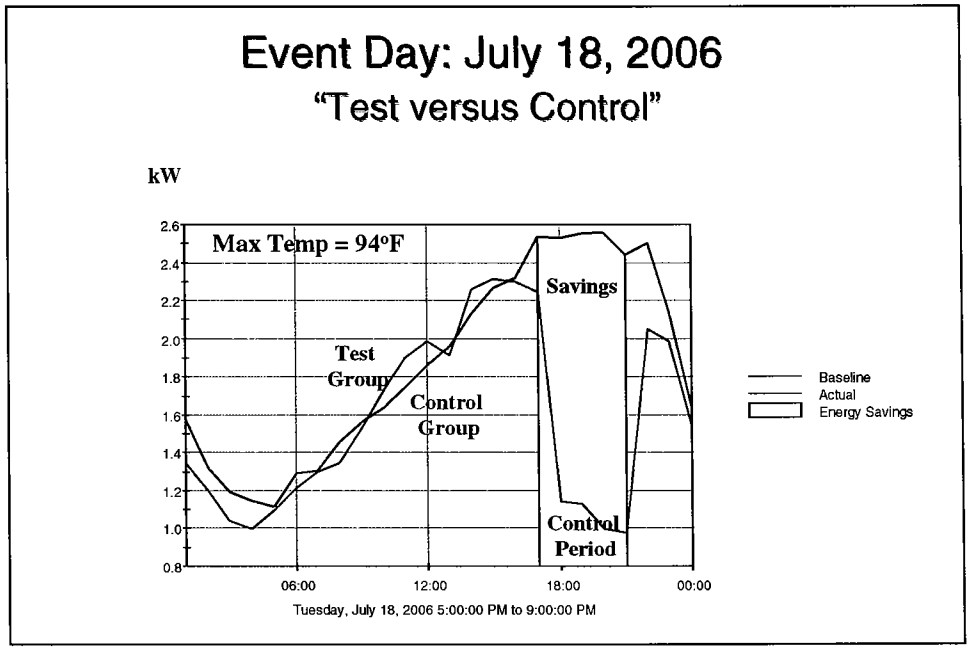


**Figure 20 – Event Day: Tuesday, July 18, 2006**

Figure 21 presents the event day analysis for Wednesday, July 19, 2006. The average hourly load reduction ranged from a low of 1.20 kW to a high of 1.41 kW. The average reduction across the four hour period was 1.30 kW.

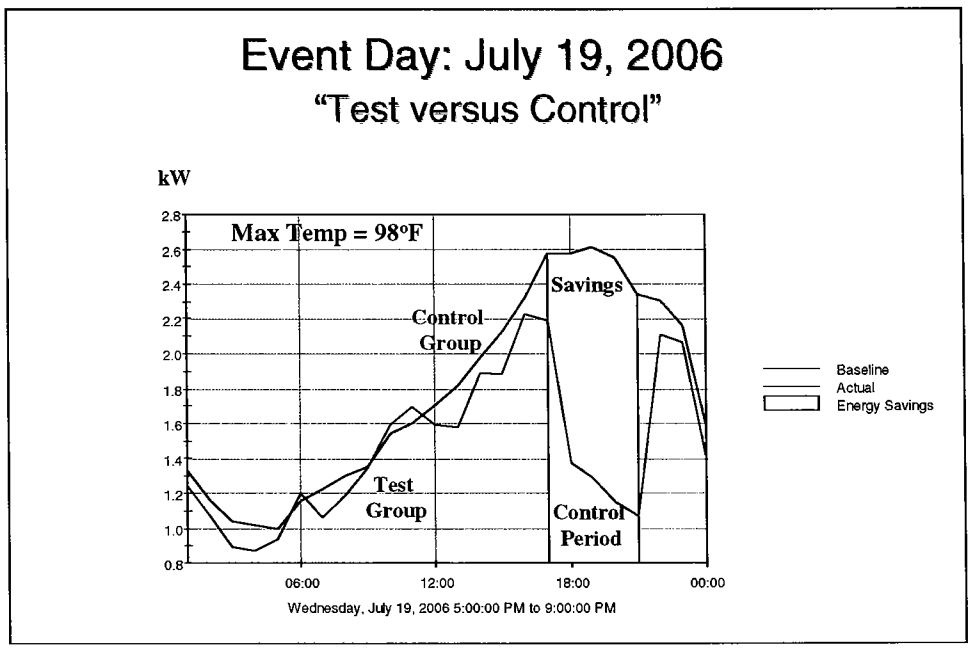


**Figure 21 – Event Day: Wednesday, July 19, 2006**

### *4.4.5 Event Days: Tuesday, July 25, 2006 and Thursday, July 27, 2006*

The sixth and seventh events of the season were called the week of July 23, 2006. The maximum outdoor temperature on the first event day of that week, Tuesday, July 25, 2006 was 99°F and 104°F on the second event day of the week, Thursday, July 27, 2006. Figure 22 presents the average hourly load for the test and control groups for the week of July 23, 2006.

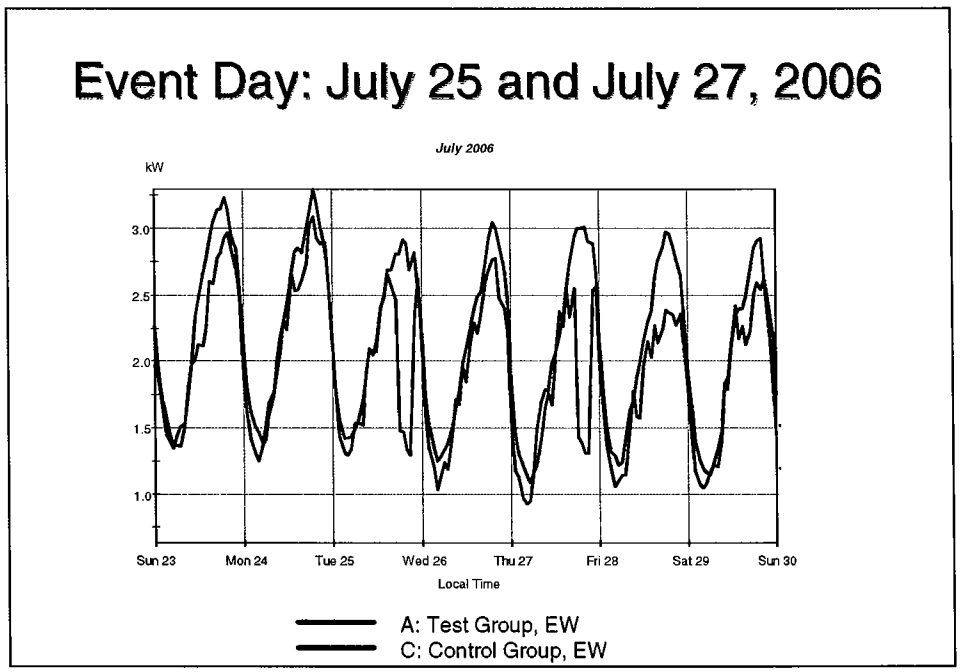


**Figure 22 – Energy Watch Pilot: Week of July 23, 2006**

Figure 23 presents the event day analysis for Tuesday, July 25, 2006. Once again, a substantial amount of load is reduced during the critical peak pricing period. The load reduction during the critical peak period ranged from a low of 1.33 kW to a high of 1.55 kW. The average reduction across the four hour period was 1.43 kW.

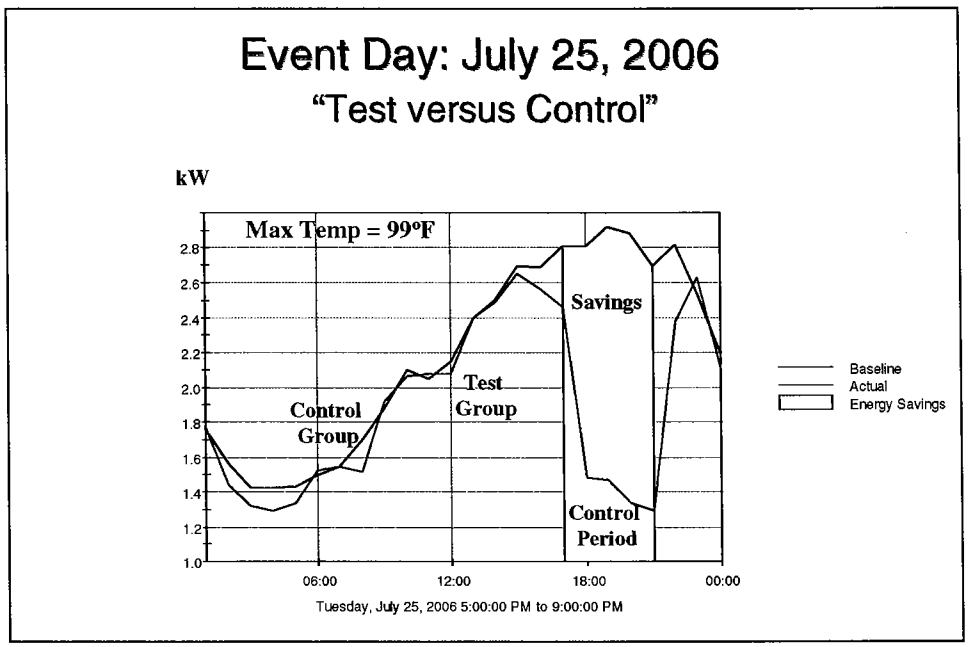


**Figure 23 – Event Day: Tuesday, July 25, 2006**

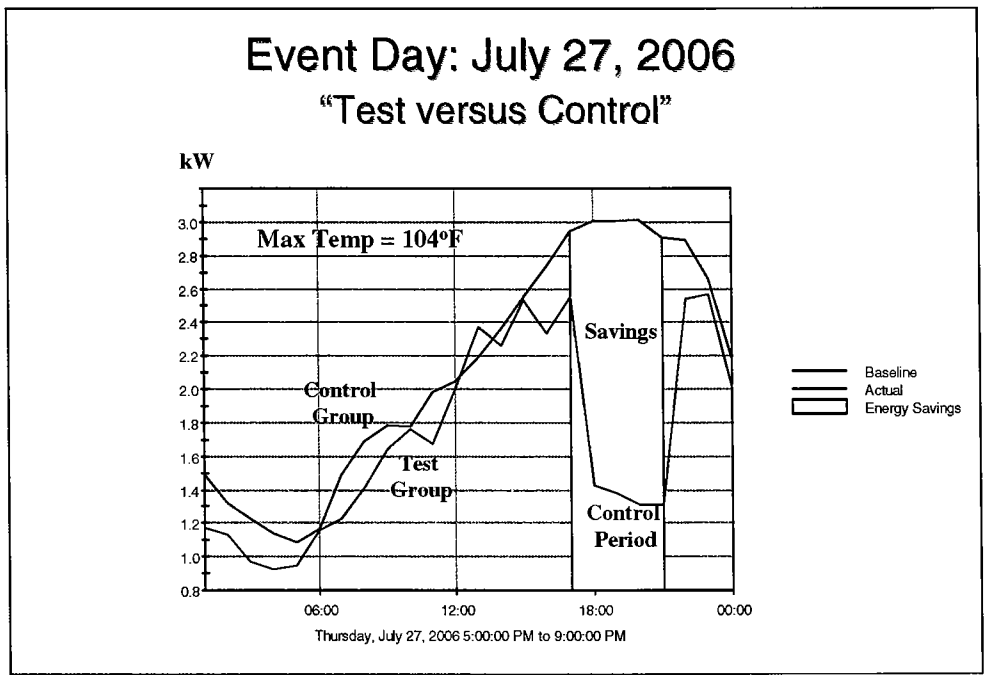


**Figure 24 – Event Day: Thursday, July 27, 2006**

Figure 24 presents the event day analysis for Thursday, July 27, 2006. This was the day with the highest reduction during the critical peak pricing period. The load reduction during the critical peak period ranged from a low of 1.58 kW to a high of 1.70 kW. The average reduction across the four hour period was 1.62 kW.

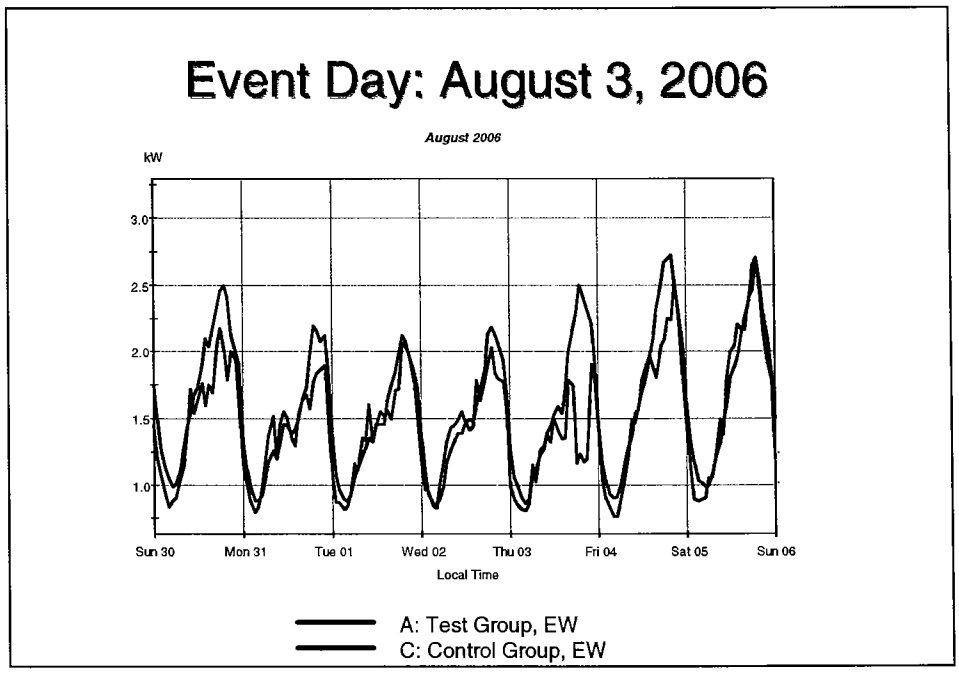


**Figure 25 – Energy Watch Pilot: Week of July 31, 2006**

### *4.4.6 Event Day: Thursday, August 3, 2006*

The eighth event of the season was called the week of July 31, 2006. The maximum outdoor temperature on the event day, Thursday, August 3, 2003 was 92°F. Figure 25 presents the average hourly load for the test and control groups for the week of July 31, 2006.

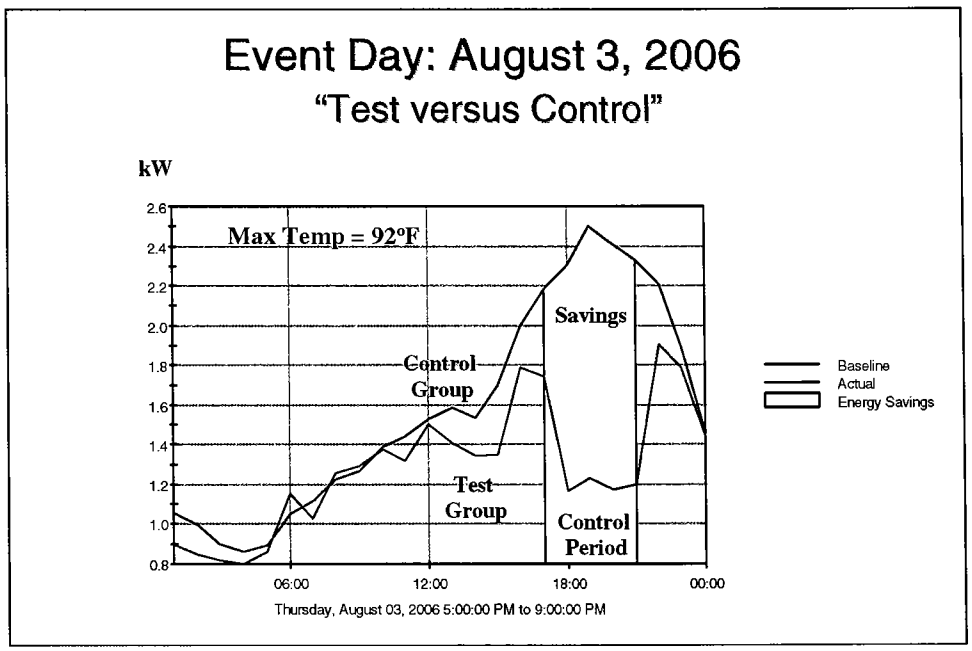


**Figure 26 – Event Day: Thursday, August 3, 2006**

Figure 26 presents the event day analysis for Thursday, August 3, 2006. Once again, a substantial amount of load is reduced during the critical peak pricing period. The average hourly load reduction ranged from a low of 1.13 kW to a high of 1.27 kW. The average reduction across the four hour period was 1.19 kW.

### *4.4.7 Event Day: Wednesday, August 9, 2006*

The ninth event of the season was called the week of August 6, 2006. The maximum outdoor temperature on Wednesday, August 9, 2006 was 85°F. Figure 27 presents the average hourly load for the test and control groups for the week of August 6, 2006.

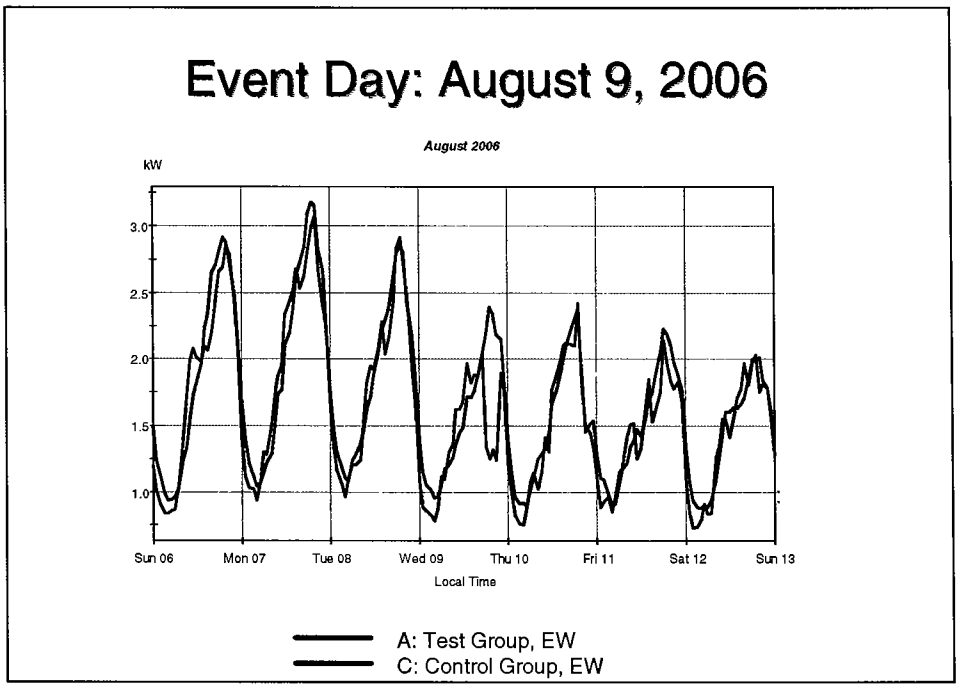


**Figure 27 – Energy Watch Pilot: Week of August 6, 2006**

Figure 28 presents the event day analyses for Wednesday, August 9, 2006. The average hourly load reduction ranged from a low of 0.83 kW to a high of 1.14 kW. The average reduction across the four hour period was 0.99 kW.

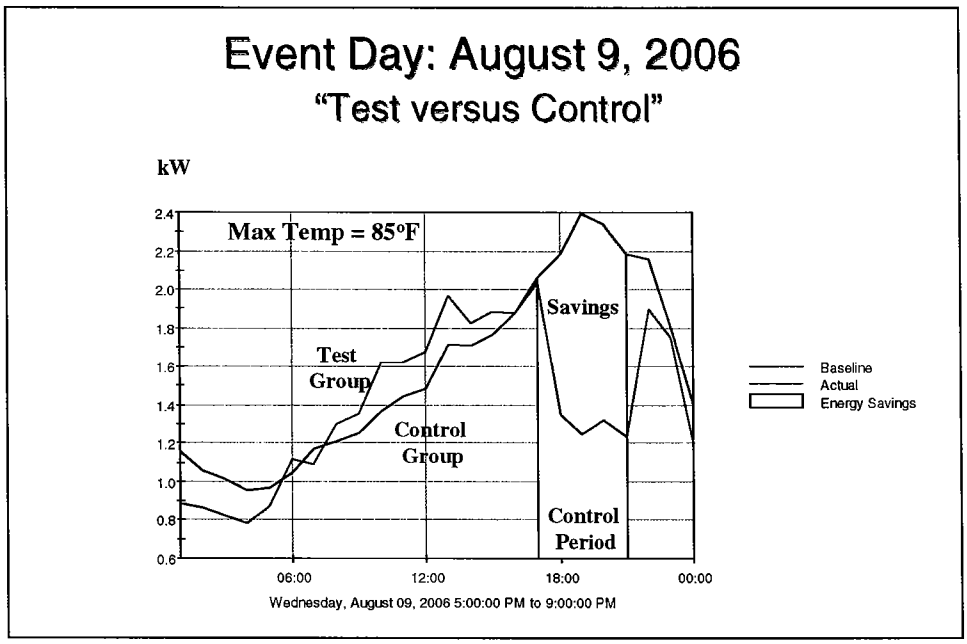


**Figure 28 – Event Day: Wednesday, August 9, 2006**

### *4.4.8 Event Day: Tuesday, August 15, 2006*

The tenth and final event of the season was called the week of August 13, 2006. The maximum outdoor temperature on Tuesday, August 15, 2006 was 92°F. Figure 27 presents the average hourly load for the test and control groups for the week of August 13, 2006.

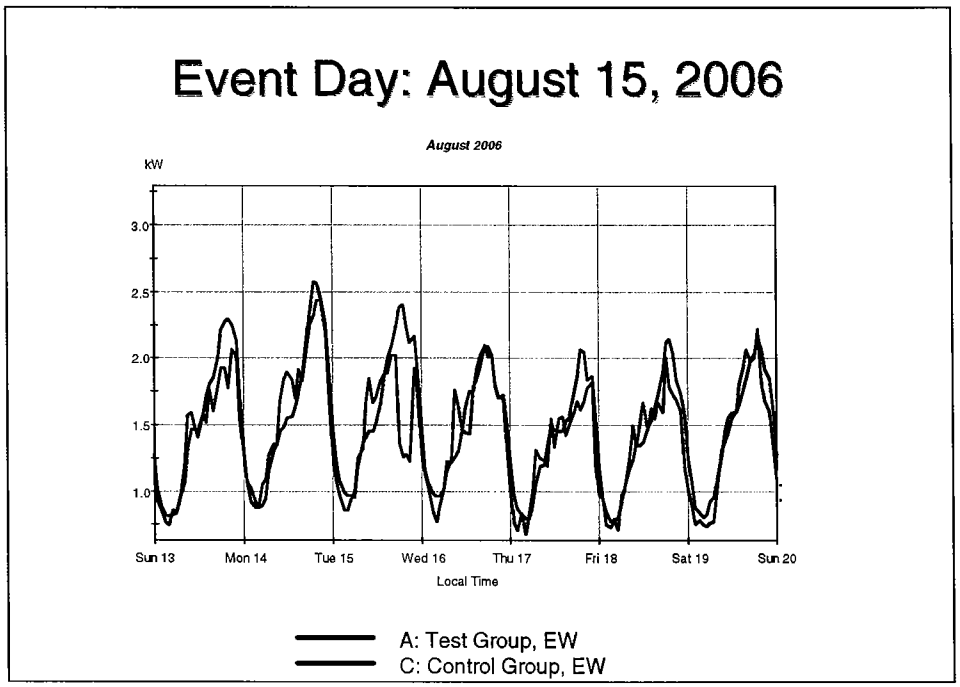


**Figure 29 – Energy Watch Pilot: Week of August 13, 2006**

Figure 28 presents the event day analyses for Tuesday, August 15, 2006. The average hourly load reduction ranged from a low of 0.89 kW to a high of 1.15 kW. The average reduction across the four hour period was 1.01 kW.

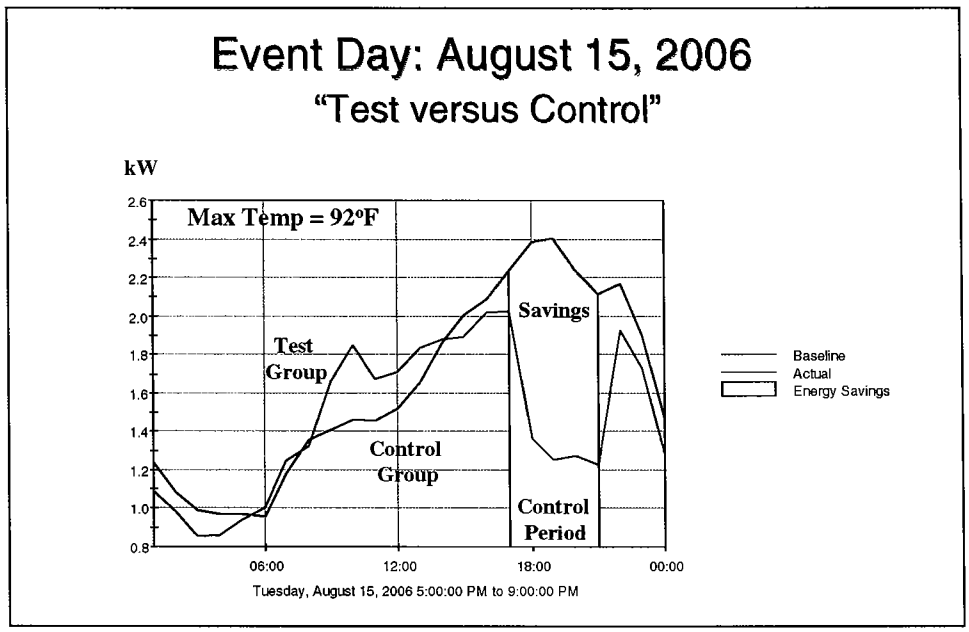


**Figure 30 – Event Day: Tuesday, August 15, 2006**

### *4.4.9 Event Day Summary*

Figure 31 summarizes the event days by presenting the test group and control group loads for each day on a continuum. In addition to the hourly loads the maximum daily temperatures are displayed. The peak load for the test and control groups occurred during the days of highest temperature.

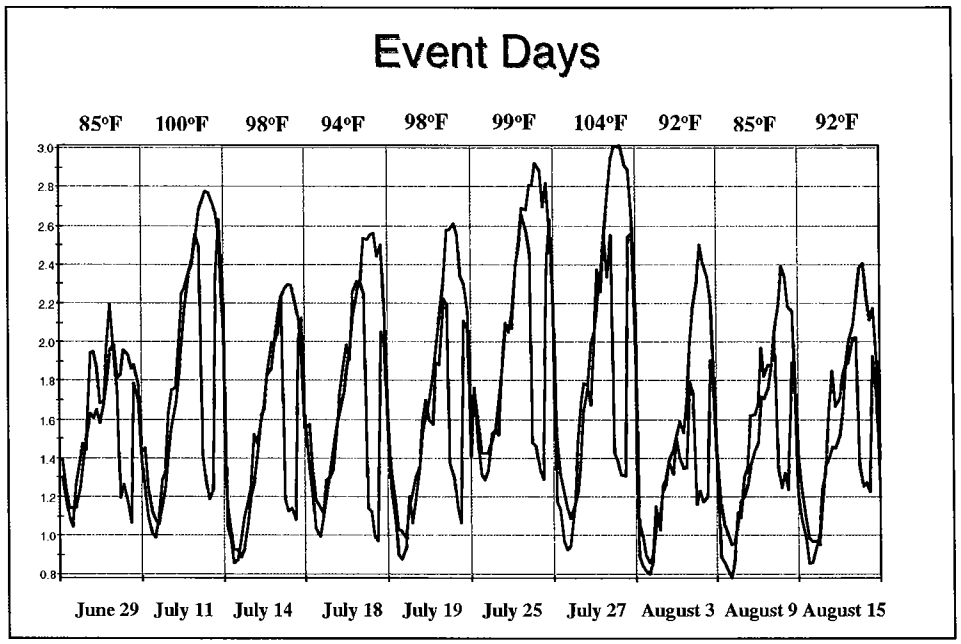


**Figure 31 – Event Day Summary**

Figure 32 presents the average EW reduction per participant plotted against temperature. The plot suggests that the demand reduction does increase with temperature. A simple regression equation was constructed using temperature as follows. The temperature variable was significant with a T-value of 5.55 and a p-value of 0.0001.

Reduction = -1.09089+0.02611*Temperature

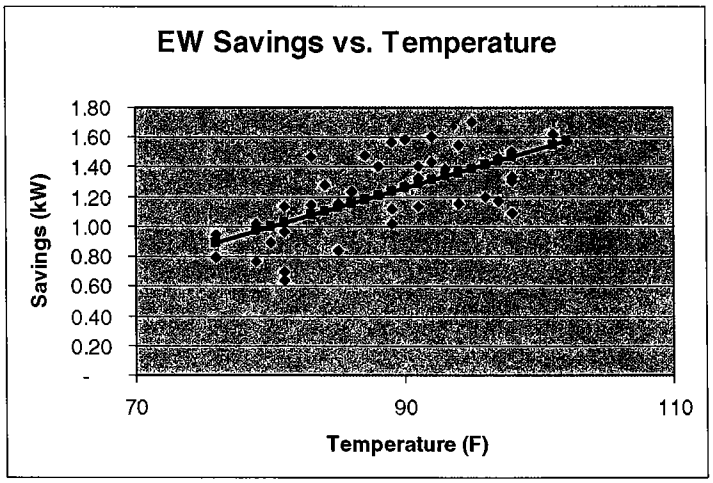


**Figure 32 – EW Reduction versus Temperature**

Figure 33 presents the average of all event days into a single graph. The maximum average load reduction of 1.33 kW occurred at hour ending 8pm with the average load reduction across all hours was calculated as 1.26 kW. The total average savings during the Energy Watch period is estimated to be 5.03 kWh. The Energy Watch participants display a slightly higher early morning load.

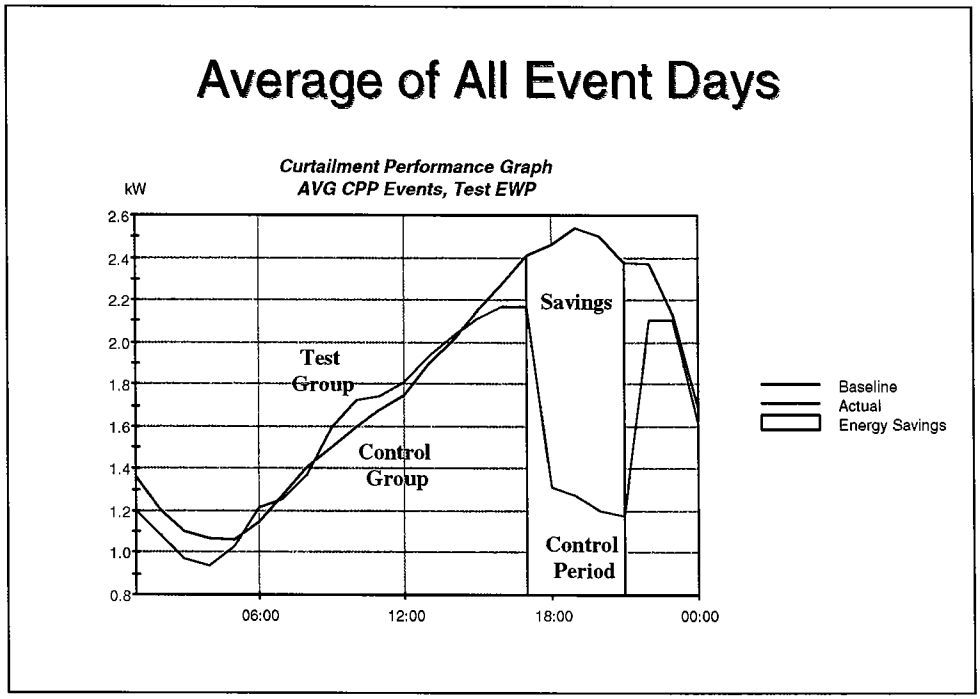


**Figure 33 – Average of All Event Days**

### *4.4.10 Energy Watch Bill Comparisons*

Table 8 presents a summary of the bill[5] analysis conducted for the evaluation. The table presents the standard residential bill versus the Energy Watch bill for the Energy Watch control group and the test group. The table presents the analysis results monthly and in aggregate for the summer 2006 period June through August. The table presents the mean bill along with select statistics associated with the distribution of bills, e.g., the 10th percentile, the 1st quartile, the median, the 3rd quartile, and the 90th percentile. In addition, the average difference and the distribution statistics of the difference are presented. For the Energy Watch control group customers the mean summer season bill was $211.13 under the standard rate. If these customers would have been billed under the Energy Watch rate, their bill would have decreased an average of $4.01 (or 1.9%) to $207.12.

[5] The customer bills were calculated based on the service charge, the energy charge and the power cost adjustment.

| EWP Control Group Sample n=355 Customers | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | June | | July | | August | | June Through August | | |
| Statistic | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | Difference EWP-Std |
| Mean | $55.57 | $59.32 | $84.49 | $82.79 | $67.06 | $69.03 | $207.12 | $211.13 | ($4.01) |
| 10th Percentile | $20.62 | $20.57 | $31.71 | $30.35 | $26.74 | $27.10 | $83.00 | $83.50 | $2.87 |
| 1st Quartile | $36.22 | $37.91 | $51.74 | $50.05 | $42.04 | $43.44 | $130.80 | $131.92 | $0.79 |
| Median | $51.74 | $55.11 | $78.85 | $77.02 | $62.45 | $64.00 | $195.38 | $197.91 | ($2.49) |
| 3rd Quartile | $71.04 | $76.93 | $108.64 | $105.24 | $86.14 | $88.51 | $260.02 | $264.16 | ($7.24) |
| 90th Percentile | $97.91 | $104.66 | $150.19 | $148.76 | $111.89 | $117.36 | $356.08 | $368.41 | ($13.18) |
| Test Group Sample n=66 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | EW Rates | Standard Rates | Difference EWP-Std |
| Mean | $53.45 | $57.46 | $72.77 | $75.43 | $61.28 | $64.70 | $186.39 | $196.44 | ($10.05) |
| 10th Percentile | $18.92 | $18.75 | $27.68 | $27.38 | $23.84 | $23.74 | $74.50 | $74.06 | $0.44 |
| 1st Quartile | $31.00 | $32.47 | $44.90 | $45.02 | $37.46 | $38.80 | $115.23 | $118.51 | ($1.79) |
| Median | $50.40 | $54.14 | $64.16 | $64.92 | $59.66 | $61.88 | $166.10 | $175.86 | ($7.73) |
| 3rd Quartile | $65.21 | $70.96 | $85.30 | $91.55 | $76.21 | $79.15 | $232.57 | $249.52 | ($14.34) |
| 90th Percentile | $94.89 | $103.04 | $146.64 | $156.97 | $107.14 | $114.55 | $345.24 | $355.72 | ($28.24) |
| Control Group Sample n=355 and Test Group Sample n=66 Customers | | | | | | | | | |
| | June | | July | | August | | June Through August | | |
| Statistic | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Test EW Rate | Control Std Rate | Difference EW-Std |
| Mean | $53.45 | $59.32 | $72.77 | $82.79 | $61.28 | $69.03 | $186.39 | $211.13 | ($24.74) |

**Table 8 – Energy Watch Bill Comparisons**

Examining the test group sample of customers, the average Energy Watch bill was $186.39. If these customers would have been billed under the standard rate, then the average summer seasonal bill would have been $196.44 or $10.05 more than the Energy Watch bill. This is a 2.5% decrease for the Energy Watch participants. The last portion of the table contrasts the control group customer's average bill under the standard rate versus the test group customer's average bill under the Energy Watch rate. Under this scenario, the Energy Watch customer saves approximately $24.74 (or 11.7%) for the entire summer season.

# 5 APPENDIX A – RESIDENTIAL RATE SCHEDULES EFFECTIVE JUNE 1, 2006

| Residential Rates Effective June 1, 2006 | |
|---|---|
| **Schedule 1, Residential Service** | |
| Service Charge, per month | $ 4.00 |
| Power Cost Adjustment (PCA), per kWh | $ (0.003689) |
| Energy Charge, per kWh (Sept. 1 - May 31) | $ 0.054251 |
| Energy Charge, per kWh (June 1 - Aug. 31) | |
| 0-300 kWh | $ 0.054251 |
| Over 300 kWh | $ 0.061060 |
| **Schedule 4, Energy Watch Pilot Program** | |
| Service Charge, per month | $ 4.00 |
| Power Cost Adjustment (PCA), per kWh | $ (0.003689) |
| Energy Charge, per kWh (Sept. 1 - May 31) | $ 0.054251 |
| Energy Charge, per kWh (June 1 - Aug. 31) | |
| Energy Watch Event | $ 0.200000 |
| All Other Hours | $ 0.054251 |
| **Schedule 5, Time-Of-Day Pilot Program** | |
| Service Charge, per month | $ 4.00 |
| Power Cost Adjustment (PCA), per kWh | $ (0.003689) |
| Energy Charge, per kWh (Sept. 1 - May 31) | $ 0.054251 |
| Energy Charge, per kWh (June 1 - Aug. 31) | |
| On-Peak (weekday 1pm-9pm) | $ 0.083279 |
| Mid-Peak (weekday 7am-1pm) | $ 0.061060 |
| Off-Peak (weekday 9pm-7am plus weekends and July 4) | $ 0.045145 |

**Table 9 – Summary of Residential Rates**

# ATTACHMENT 2

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IDAHO PUBLIC
UTILITIES COMMISSION

Idaho Power

# *Idaho Power Emmett Study Year 2*

# Final Report

December 8, 2006

# *Idaho Power*
# *Emmett Study Year 2*

## Idaho Power

Final Report

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CLEARWATER
RESEARCH, Inc.

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# Executive Summary

Idaho Power contracted with Clearwater Research, Inc. (Clearwater) to conduct the Idaho Power Emmett Study Year 2 Survey (IPESY2). The IPESY2 was a full-service telephone survey among Idaho Power residential customers in Emmett, Idaho who participated in one of two energy-pricing programs during the summer of 2006. The overall objective of the study was to determine customer satisfaction with the Energy Watch and Time of Day pricing programs.

The survey was completed using telephone questionnaires. All energy-pricing program participants were selected from Idaho Power's database. A total of 102 surveys with participants were completed. Clearwater analysts followed a comprehensive routine of data preparation, produced summary statistics and cross-tabulation tables for each survey question, and compared the overall results among program types. Below is a summary of the findings from the IPESY2 survey.

- Participants of both programs, Energy Watch and Time of Day, continue to be satisfied with the programs. Satisfaction for the majority of participants, in both programs, is related to their sense that their electricity bill decreased during the period of time they participated in the program. Other participants cited helping to conserve energy as a satisfier for them.

- Most participants in the Energy Watch and Time of Day programs indicated they changed the way they used electricity in their home as a result of participating in the program. The most common changes cited by participants had to do with shifting electricity usage to other times of day or reducing energy usage all together.

- One of the more enlightening findings of this study was that less than half of all participants in both programs and less than one third of Energy Watch participants have central air conditioning.

- Almost half of the participants in both programs and well over half of the participants in the Time of Day program are customers over the age of 65. Most of these same customers are also long time Idaho Power customers having been customers for greater than 25 years.

- When asked about control features on appliances, a number of customers clearly understood what was being asked and responded with answers related to programmable thermostats and water-heater timers. A few customers apparently did not understand the question and responded more in terms of purchasing Energy-Star appliances.

- The majority of participants in both programs indicated they would continue to participate if the program was offered again.

# Introduction

In the fall of 2006, Idaho Power contracted with Clearwater Research, Inc. (Clearwater) to conduct the Idaho Power Emmett Study Year 2 Survey (IPESY2). The IPESY2 was a full-service telephone survey among Idaho Power residential customers in Emmett, Idaho who participated in one of two energy-pricing programs during the summer of 2006. The overall objective of the study was to determine customer satisfaction with the Energy Watch and Time of Day pricing programs.

Clearwater's primary role for the IPESY2 was data collection, analysis and reporting. These components included (1) collecting data from a list of contacts provided by Idaho Power, (2) creating cross-tabulations of survey questions based on demographic information, (3) conducting statistical testing, and (4) reporting study findings.

Clearwater worked with Idaho Power to finalize the format of the IPESY2 survey instrument. The survey was programmed for administration with Clearwater's computer-assisted telephone interview (CATI) system. Clearwater conducted data collection, prepared the data by editing and verifying the survey responses, corrected data entry errors, evaluated/corrected for out-of-range values, and conducted other logic testing.

At regular intervals throughout the study, Clearwater provided Idaho Power with a status report tracking the number of completed interviews and the interim response and cooperation rates. Final project deliverables include the cleaned dataset, cross-tabulation tables as well as a methods and analytical report.

# Methods

The following section outlines the methodology used during administration of the IPESY2 survey. These methods include survey instrument consultation, programming, sample management, data collection, data preparation and analysis.

## *Survey Instrument*

Relatively small changes were made to the format and design of the IPESY2 survey. Most changes were related to modifying the original questionnaire for deployment using Clearwater's CATI system.

In October 2006, Idaho Power provided Clearwater with the 2006 version of the IPESY2 survey. Clearwater reviewed the survey instrument and recommended minor modifications necessary to improve question flow and reduce ambiguity for programming and deployment using the CATI system. The final version of the survey is provided in appendix A.

The IPESY2 questionnaire included the following major sections:

- Introduction
- Satisfaction
- Modifications to electricity use
- Features or devices to control energy usage
- Future participation
- Demographics

The survey was conducted in English and the average interview length was 5.79 minutes.

## Sample

Idaho Power provided sample for the study. Included in the original sample file were the contact's first and last name, phone number, and program type. All sample records were assigned a unique identifier before being loaded into the WinCATI system. The unique identifier provided increased respondent confidentiality and allowed for differentiation between sample records based on criteria other than name.

A total of 153 sample records were loaded into the WinCATI system on November 1, 2006. All sample fields provided by Idaho Power as well as the unique identifier were loaded into the WinCATI system. The questionnaire CATI programming pulled the contact's name from the data file so the interviewer could ask for the participant by name.

## Survey Promotion

Several steps were taken during the IPESY2 survey to inform potential respondents about the research project. These measures were undertaken to improve response rates by educating sampled households and individuals about the purpose and importance of the study. The efforts included an advance letter and an answering machine message. These information channels supplemented and reinforced the work of Clearwater interviewers who provided scripted information tailored to respondents' questions.

Unique advance letters were sent to all households supplied in the sample file based on their pricing-program affiliation. Idaho Power created and distributed these letters one week prior to study commencement. Each letter thanked respondents for their participation in the energy-pricing program, encouraged them to participate in the follow-up survey and provided them with directions to access their energy usage information. Text of both advance letters is provided in appendix B.

On the first instance of reaching an answering machine at the sample contact's household, interviewers left one answering machine message. The message encouraged participation and included contact information for respondents interested in scheduling a time to complete the survey. Messages were not left on any subsequent encounters with answering machines.

## Data Collection

Clearwater collected data using its in-house 130-station CATI system. Data were actively collected from November 1, 2006 through November 15, 2006. In all, 102 surveys were completed for the IPESY2 survey. The total number of completes per pricing scheme are provided in the following table.

**Table 1: Sample Size and Completes for the IPESY2 survey**

| | Sample Database | Completes |
|---|---|---|
| Overall | 153 | 102 |
| Energy Watch | 68 | 46 |
| Time of Day | 85 | 56 |

## Sample Management and Interviewing Protocols

Interviewers were thoroughly briefed prior to data collection and rehearsed the questionnaire before conducting actual interviews. Monitoring staff listened to a sampling of interviews throughout the fielding period to maintain data quality. Clearwater used computer-aided dialing, but not predictive dialing. Predictive dialing has the potential to annoy respondents by introducing a delay in connections after respondents answer the telephone. This delay leads to higher hang-up and refusal rates and a correspondingly lower response rate for the survey.

Clearwater resolved each sample record by attempting to call it a minimum of eight times during the calling period or until a final disposition code (such as "completed interview" or "disconnected/non-working number") was assigned. Records were attempted primarily during weekday evening hours and on Saturdays. Only one answering machine message was left per household or individual sample record. Similarly, one refusal, either at the household or respondent level, was considered a final disposition of "refused interview" and the contact number was not attempted again.

During fielding, the survey data was entered and automatically consolidated by the CATI software as interviewers completed each questionnaire with a respondent. Throughout the data collection field period, interviewers and supervisors used project feedback and data change forms to document and communicate data collection errors or problems to the production manager in the data collection department. Data changes were made by the production manager using the CATI data editor. If a data change affected a skip pattern later in the questionnaire, the respondent was called back to collect the missing data.

## *Call Outcomes*

Each call attempt was given an interim disposition depending on the outcome of the call. At the end of the field period, each record was assigned a final disposition based on the history of interim dispositions for that case. The disposition system codified by the American Association for Public Opinion Research (AAPOR) was used.[1] The final disposition counts and percentages for the IPESY2 project are shown in the following table.

**Table 2: AAPOR Dispositions and Call Outcomes for the IPESY2 survey**

| AAPOR Disp. | Description | IPESY2 n | IPESY2 % |
|---|---|---|---|
| 1.1 | Complete | 102 | 66.7 |
| 2.112 | Known-respondent refusal | 7 | 4.6 |
| 2.310 | Deceased respondent | 1 | 0.6 |
| 3.1 | Unknown if housing unit | 25 | 16.4 |
| 3.140 | Telephone answering device-don't know if household | 11 | 7.2 |
| 4.2 | Fax/data line | 1 | 0.6 |
| 4.3 | Non-working/disconnect number | 4 | 2.6 |
| 4.7 | No eligible respondent | 2 | 1.3 |
| Total | | 153 | 100.0 |

[1] The American Association for Public Opinion Research. 2004. Standard Definitions: Final Disposition of Case Codes and Outcome Rates for Surveys. 3rd edition. Lenexa, Kansas: AAPOR.

## *Response Rates*

For the IPESY2, the method of response rate calculation codified by AAPOR was used. Specifically, the AAPOR Response Rate 3 (RR3) was used. This rate reflects the percentage of completed interviews achieved after fully processing all attempted sample records according to the prescribed sample management rules. To calculate RR3, the IPESY2 final dispositions are assigned to the corresponding AAPOR disposition codes and are summarized into seven categories, based on the first two digits of the AAPOR code. These categories are shown in Table 3.

**Table 3: AAPOR Response Rate Formula Categories**

| Symbol | Code Value | Description |
|---|---|---|
| I | 1.1 | Complete interviews |
| P | 1.2 | Partial interviews |
| R | 2.1 | Refusal or break off |
| NC | 2.2 | Non-contact |
| O | 2.3 | Other |
| UH | 3.1 | Unknown household |
| UO | 3.2 | Unknown other |

The formula for RR3 is provided below. RR3 estimates the proportion of cases of unknown eligibility that are actually eligible (*e*).

$$RR3 = I/((I+P)+(R+NC+O)+e(UH+UO))$$

Table 4 presents the category counts for each sample in the IPESY2 survey. It also shows the RR3 value along with the value of *e* used for the calculation. The value *e* is the estimated proportion of cases of unknown eligibility that are eligible.

**Table 4: AAPOR Response Rates**

| Category | Number |
|---|---|
| I | 102 |
| P | 0 |
| R | 7 |
| NC | 0 |
| O | 1 |
| UH | 36 |
| UO | 0 |
| e | 1.0 |
| AAPOR RR3 | 0.70 |

Clearwater estimated an e-value of 1.0 for the list sample provided by Idaho Power. This value is derived from an analysis of the proportion of eligible households among all numbers for which a definitive determination of status was obtained from the sample provided.

## *Data Preparation*

Processing of the IPESY2 sample was considered complete at the point that all records had reached their maximum attempts or a final disposition had been assigned. Clearwater then exported the data from the CATI system, cleaned the data, and compiled them into an SPSS data file. The final data file merged all sample records and all records for which complete interview data were collected.

Each variable was provided a unique label matching the CATI question number from the survey instrument. Next, each raw, labeled variable was recoded into a new variable to remove non-responsive answers (e.g., Don't Know, Refused). Further data cleaning included editing open-ended responses to ensure correctness and consistency in spelling, capitalization, and punctuation. Prior to cross-tabulation and analysis, all multiple-select variables were recoded into binary variables and when appropriate, open-ended responses were coded into categories.

## *Analysis*

Clearwater used SPSS and WinCross to analyze the data. The initial analyses involved frequency tables and descriptive statistics (e.g., mean, standard deviation) to examine and characterize the distribution of responses for each variable. Cross tabulation tables and statistical testing was conducted in WinCross. In some instances WinCross identifies statistical significance even though there is an insufficient number of cases to support analysis. Cross tabulation tables are provided in appendix D.

The second phase of the analyses examined the patterns of similarities or differences between programs in relation to other survey variables. In most cases, categorical breakouts resulted in small sample sizes ($n<30$) making interpretation of outcome measures impossible due to relatively large confidence intervals.

# Findings and Interpretations

The results of analyses are presented in the following order:

- Respondent Characteristics
- Where respondent learned about program
- Satisfaction with program
- Modifications to electricity use
- Home equipped with central air conditioning
- Features or devices to control energy usage
- Effect of participation on electricity bill
- Future participation

On the following pages, charts, tables, and descriptions of survey results include the question text for easy reference. For the full text of the questions and response categories, please refer to appendix A.

## *Respondent Characteristics*

The following section provides a brief descriptive overview of the 102 respondents included in this report.

**Table 5: Summary Characteristics**

| | Overall | Energy Watch | Time of Day |
|---|---|---|---|
| • Gender | | | |
| • Male | 27 | 13 | 14 |
| • Female | 75 | 33 | 42 |
| • Age | | | |
| • Under 25 | 0 | 0 | 0 |
| • 25 to 44 | 16 | 11 | 5 |
| • 44 to 64 | 38 | 21 | 17 |
| • 65 or above | 48 | 14 | 34 |
| • Education | | | |
| • High School or less | 42 | 16 | 26 |
| • Some college | 26 | 11 | 15 |
| • College degree | 34 | 19 | 15 |
| • Household size | | | |
| • Single | 22 | 8 | 14 |
| • 2 to 4 | 69 | 33 | 36 |
| • 4 or more | 11 | 5 | 6 |
| • Relationship with Idaho Power | | | |
| • Less than 1 year | 0 | 0 | 0 |
| • 1 to 10 years | 18 | 10 | 8 |
| • 11 to 25 years | 28 | 16 | 12 |
| • 26 years or more | 55 | 20 | 35 |

## *Where Respondent First Learned about Program*

***Question: How did you first learn about the program that Idaho Power offered to Emmett area residents?***

**Table 6: First learned about program**

| | Overall n = 98 | Energy Watch n = 45 | Time of Day n = 53 |
|---|---|---|---|
| Participated last year | 12.2% | 11.1% | 13.2% |
| Mailing from Idaho Power | 54.1% | 44.4% | 62.3% |
| Ad in the local newspaper | 7.1% | 15.6% | 0.0% |
| Idaho Power employee | 1.0% | 2.2% | 0.0% |
| Friend or neighbor | 2.0% | 2.2% | 1.9% |
| Message on bill | 14.3% | 17.8% | 11.3% |
| Other | 9.2% | 6.7% | 11.3% |

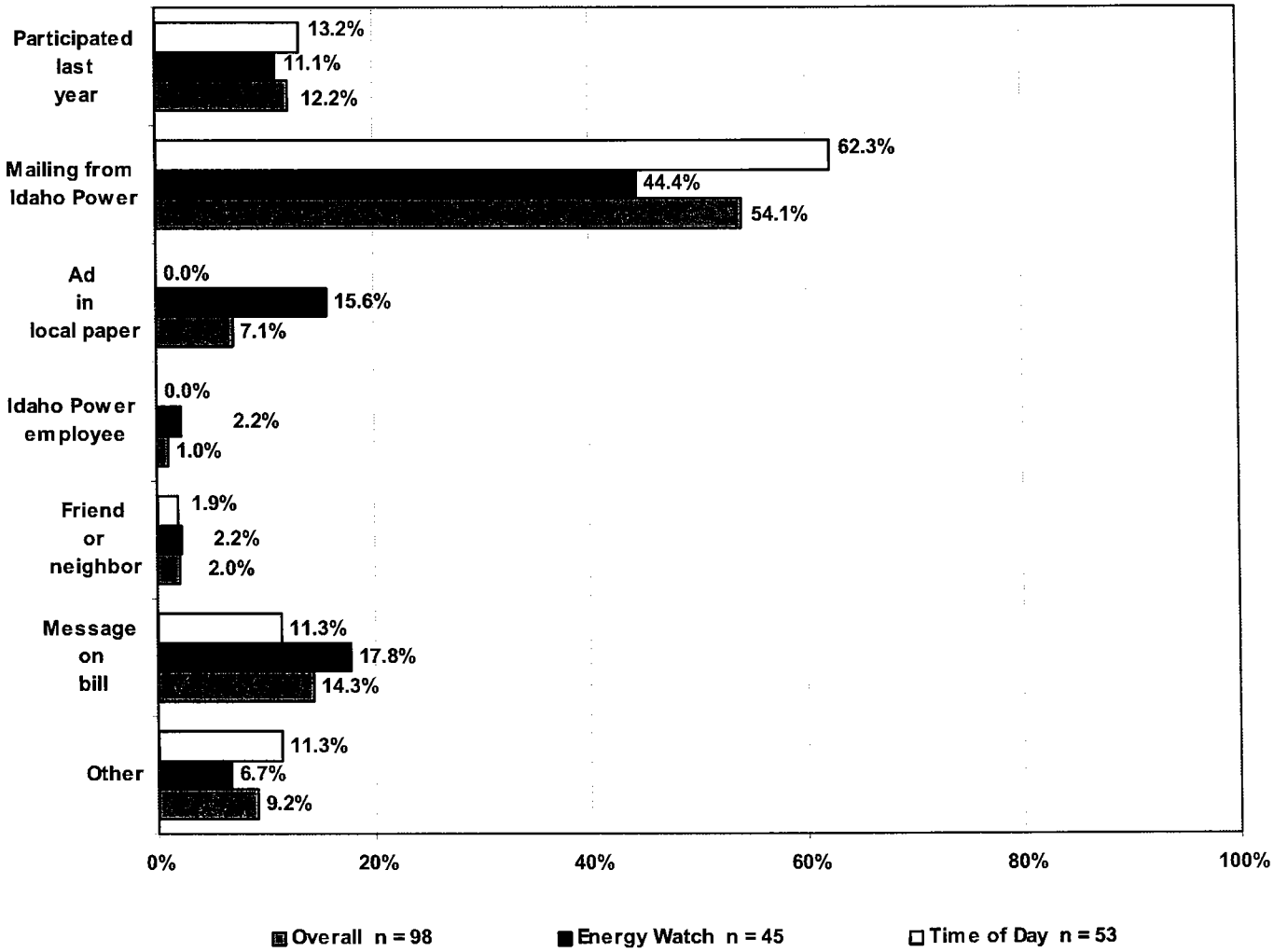
- Twelve out of ninety-eight respondents (12.2 percent) indicated they first learned about the Energy Watch or Time of Day program because they participated in one of the pricing programs last year.

- More than half of respondents who participated in either the Energy Watch or Time of Day pricing-program in 2006 (54.1 percent) indicated they first learned about the program through a "mailing from Idaho Power." Time of Day respondents were more likely than Energy Watch respondents to indicated they first learned about their program through a "mailing from Idaho Power" (Time of Day—62.3%; Energy Watch—44.4%), although due to small sample sizes statistical testing could not determine whether the differences are real or due to chance.

- Even though respondents from both pricing-programs were least likely to indicate they first learned about their program from either an "Idaho Power employee" (1.0 percent) or a "friend or neighbor" (2.0 percent) the differences could not be statistically tested due to small sample sizes.

- None of the Time of Day respondents indicted they first learned about the program from either an "ad in the local newspaper" or from an "Idaho Power employee."

**Figure 1: Where respondent first learned about program**




- Several respondents indicated they first learned about their energy-pricing program from some other place. Several of their responses are provided below. A full list of "other" responses is available in appendix C.

  *"Sent letter."*

  *"A mailing."*

  *"Got letter."*

  *"Got a flyer."*

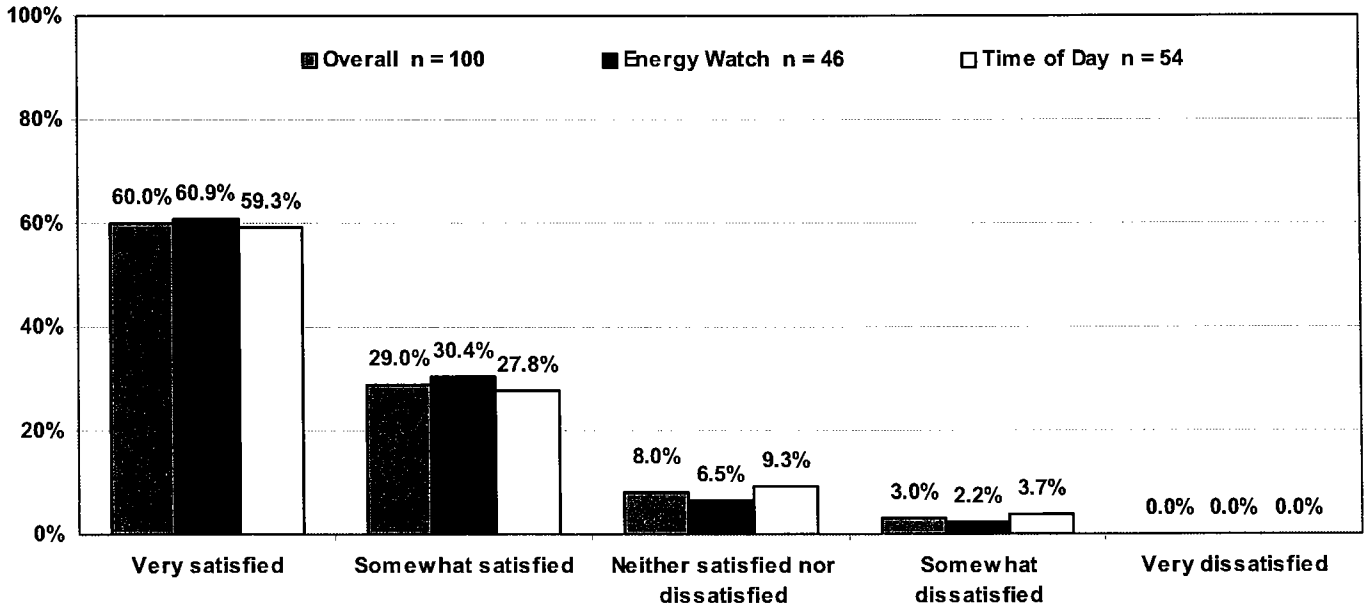
## *Satisfaction with Program*

***Question: Overall, how satisfied are you with the energy-pricing program you participated in? Would you say...***

**Table 7: Satisfaction with program**

| | Overall n = 100 μ = 4.5 | Energy Watch n = 46 μ = 4.5 | Time of Day n = 54 μ = 4.4 |
|---|---|---|---|
| Very satisfied | 60.0% | 60.9% | 59.3% |
| Somewhat satisfied | 29.0% | 30.4% | 27.8% |
| Neither satisfied nor dissatisfied | 8.0% | 6.5% | 9.3% |
| Somewhat dissatisfied | 3.0% | 2.2% | 3.7% |
| Very dissatisfied | 0.0% | 0.0% | 0.0% |

**Figure 2: Satisfaction with program**




- More than six out of ten respondents from both energy-pricing programs (60.0 percent) indicated they were "very satisfied" with the program they participated in.
- None of the respondents in either program reported they were "very dissatisfied" with their energy-pricing program although 3.0 percent did indicate they were "somewhat dissatisfied."
- The Energy Watch program's mean satisfaction (μ = 4.5) was not statistically different from either the Time of Day (μ = 4.4) or overall (μ = 4.5). Statistical testing to determine differences between programs at the categorical level could not be conducted due to small sample sizes.

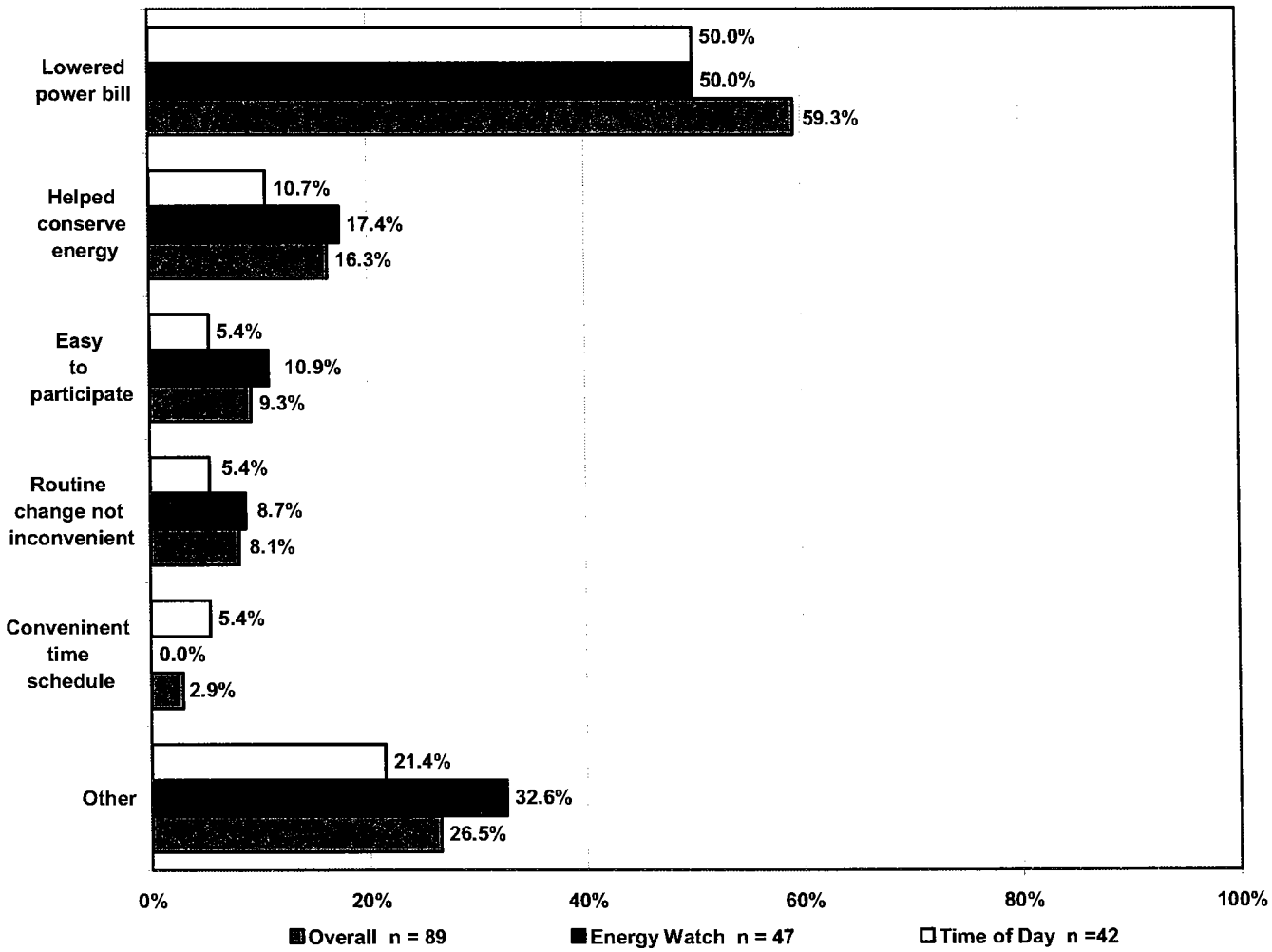
***Question: Why are you satisfied with the energy-pricing program?***

**Table 8: Reasons for satisfaction with program**

| | Overall n = 89 | Energy Watch n = 47 | Time of Day n = 42 |
|---|---|---|---|
| Lowered power bill | 59.3% | 50.0% | 50.0% |
| Helped conserve energy | 16.3% | 17.4% | 10.7% |
| Easy to participate | 9.3% | 10.9% | 5.4% |
| Routine change not inconvenient | 8.1% | 8.7% | 5.4% |
| Convenient time schedule | 2.9% | 0.0% | 5.4% |
| Other | 26.5% | 32.6% | 21.4% |

**Please note:** Respondents could provide more than one response and therefore percentages exceed 100%.

**Figure 3: Reasons for satisfaction with program**




- Respondents who previously indicated they were "satisfied" with their pricing program were asked to elaborate. More than half of all respondents from both energy-pricing programs (Energy Watch—50.0 percent; Time of Day—50.0 percent) indicated one of

the reasons they were satisfied with the program was because it lowered their power bill.

- Another common reason respondents gave for being satisfied with their energy-pricing program was that it helped them conserve energy (16.3 percent).

- A quarter of the respondents from both energy-pricing programs (26.5 percent) provided "other" reasons for their satisfaction with the program. Several of their comments are provided below. Full text of these comments is available in appendix C.

*"It worked out OK for me, I could make some adjustments to my schedule. For families who go to work and are on a schedule, it seems it would be pretty hard for them to do this, though. "*

*"Knew I could take advantage of this study, was glad to have the opportunity."*

*"When it gets hot, our swamp cooler runs a lot, and with the time of day program it seemed to help."*

*"Just seemed to work."*

*"Because I think it's a good idea."*

### *Question: Why are you dissatisfied with the energy-pricing program?*

- Respondents who previously indicated they were "dissatisfied" with their pricing program were asked why they were dissatisfied. Their responses are provided below. A full list of responses is also available in appendix C.

*"Would like to see more savings for myself and my household. There are some things that use energy that we still have to run during that time, and we pay a lot more for that usage."*

*"I am 80 years old and I need to do laundry in the morning."*

*"It didn't seem to make much difference."*

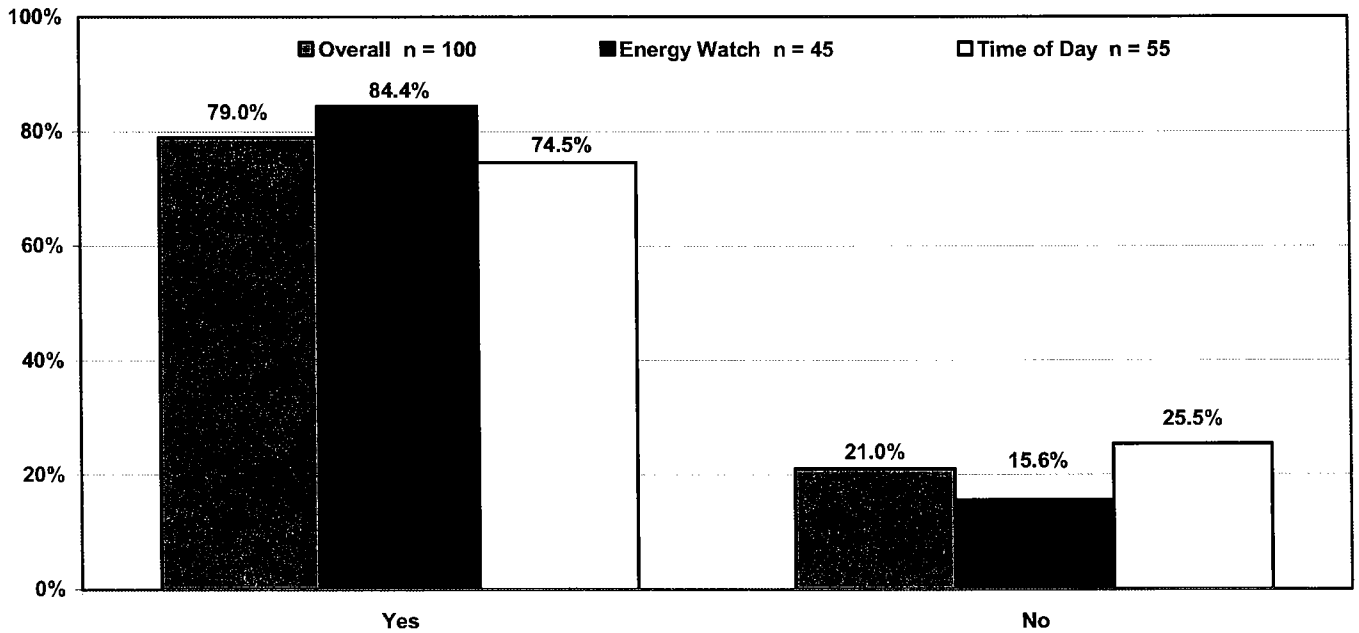
## *Modifications to Energy Use*

***Question: Did you change the way you use electricity in your home as a result of participating in this program?***

**Table 9: Modified energy use**

| | Overall n = 100 | Energy Watch n = 45 | Time of Day n = 55 |
|---|---|---|---|
| Yes | 79.0% | 84.4% | 74.5% |
| No | 21.0% | 15.6% | 25.5% |

**Figure 4: Modified energy use**




- Slightly more Energy Watch respondents (84.4 percent) than Time of Day respondents (74.5 percent) indicated they changed the way they use electricity in their home as a result of participating in the program, although the difference is not statistically significant.

- Overall, more than three out of four respondents (79.0 percent) reported they changed the way they used electricity in their home as a result of participating in an energy-pricing program.

***Question: What changes did you make in the way you use electricity as a result of participating in this program?***

**Table 10: Modifications made to energy use**

| | Overall n = 79 | Energy Watch n = 38 | Time of Day n = 41 |
|---|---|---|---|
| Did laundry at night or on weekends | 47.1% | 31.6% | 87.8% |
| Washed dishes at night | 29.4% | 10.5% | 63.4% |
| Adjusted household temperature/comfort | 14.7% | 18.4% | 19.5% |
| Did cooking later in day or earlier in morning | 17.7% | 13.2% | 22.0% |
| Used microwave more | 12.7% | 7.9% | 17.1% |
| Used outdoor grill more | 16.5% | 15.8% | 17.1% |
| Reduced showering times | 13.9% | 10.5% | 17.1% |
| Reduced amount of water for bathing | 15.2% | 7.9% | 22.0% |
| Turned down water heater temperature | 8.9% | 5.3% | 12.2% |
| Turned power off at breaker | 1.3% | 2.6% | 0.0% |
| Left home during peak times | 16.5% | 18.4% | 14.6% |
| Turned lights off more | 30.4% | 23.7% | 36.6% |
| Watched less TV | 17.7% | 18.4% | 17.1% |
| Turned computer off when not in use | 16.5% | 13.2% | 19.5% |
| Other | 38.0% | 57.9% | 19.5% |
| Turned air conditioner off/down | 7.6% | 7.9% | 7.3% |
| Switched to energy saving light bulbs | 3.8% | 7.9% | 0.0% |
| Reduced use of washer and/or dryer | 2.5% | 5.3% | 0.0% |
| Showered/bathed later a night | 2.5% | 0.0% | 4.9% |
| Reduced overall power usage | 10.1% | 21.0% | 0.0% |
| Altered cooking habits | 2.5% | 5.3% | 0.0% |
| Other | 7.6% | 10.5% | 4.9% |

**Please note:** Respondents could provide more than one response and therefore percentages exceed 100%. Recoded category percentages may not be equivalent to "other" due to instances of "specify" non-response.

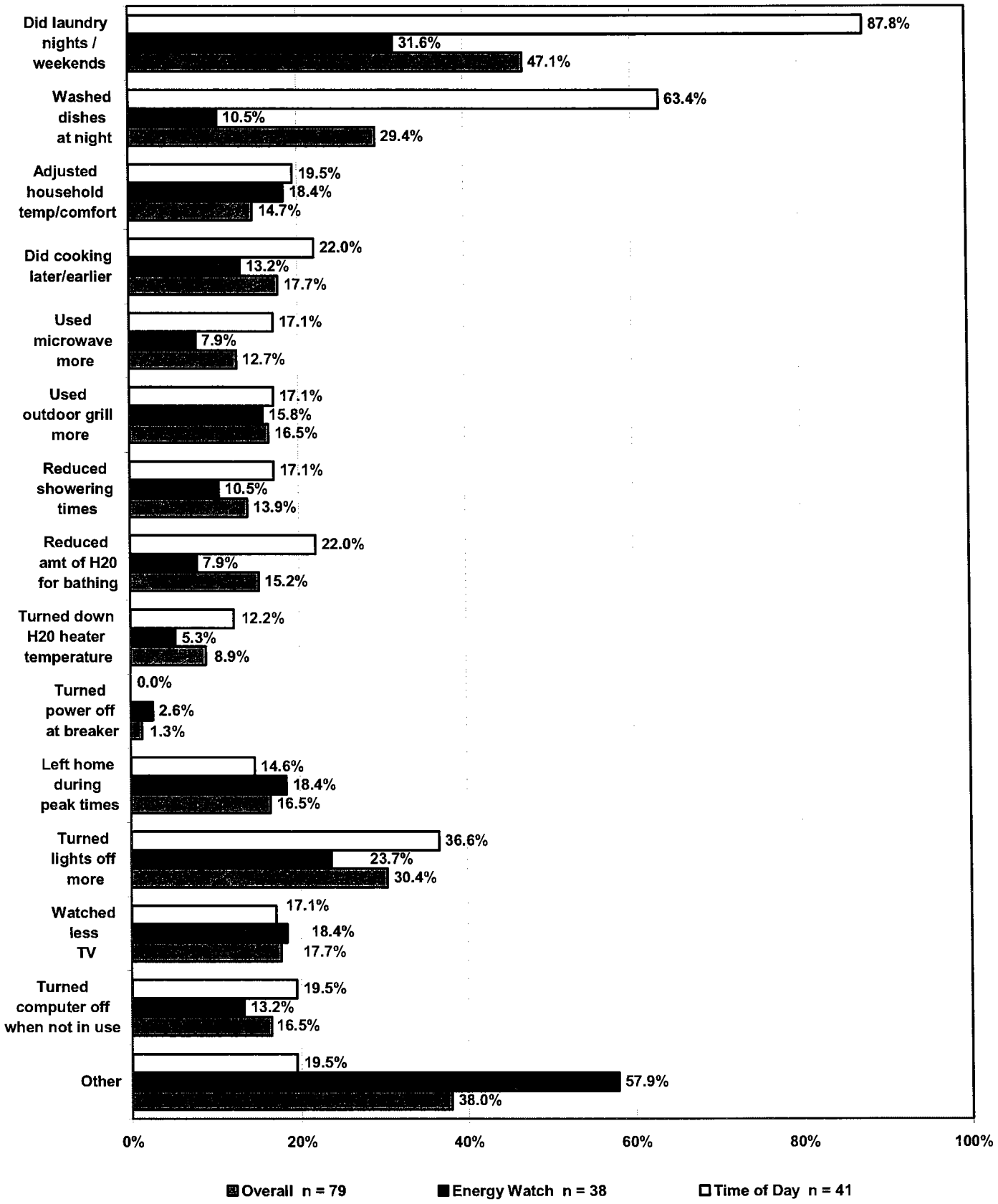
- Nearly half of the respondents from both energy-pricing programs who indicated they changed their electricity use (47.1 percent) reported they altering their laundry schedule by doing their laundry at night or on weekends in order to reduce their electricity consumption. This number was heavily influenced by the participants in the Time of Day program.

- While Time of Day respondents were more likely (63.4 percent) than Energy Watch respondents (10.5 percent) to indicate they changed their electricity use by washing dishes at night, the difference could not be statistically tested due to relatively small sample sizes.

- Turning power off at the breaker was the least likely change enacted by respondents from either energy-pricing program (1.3 percent).

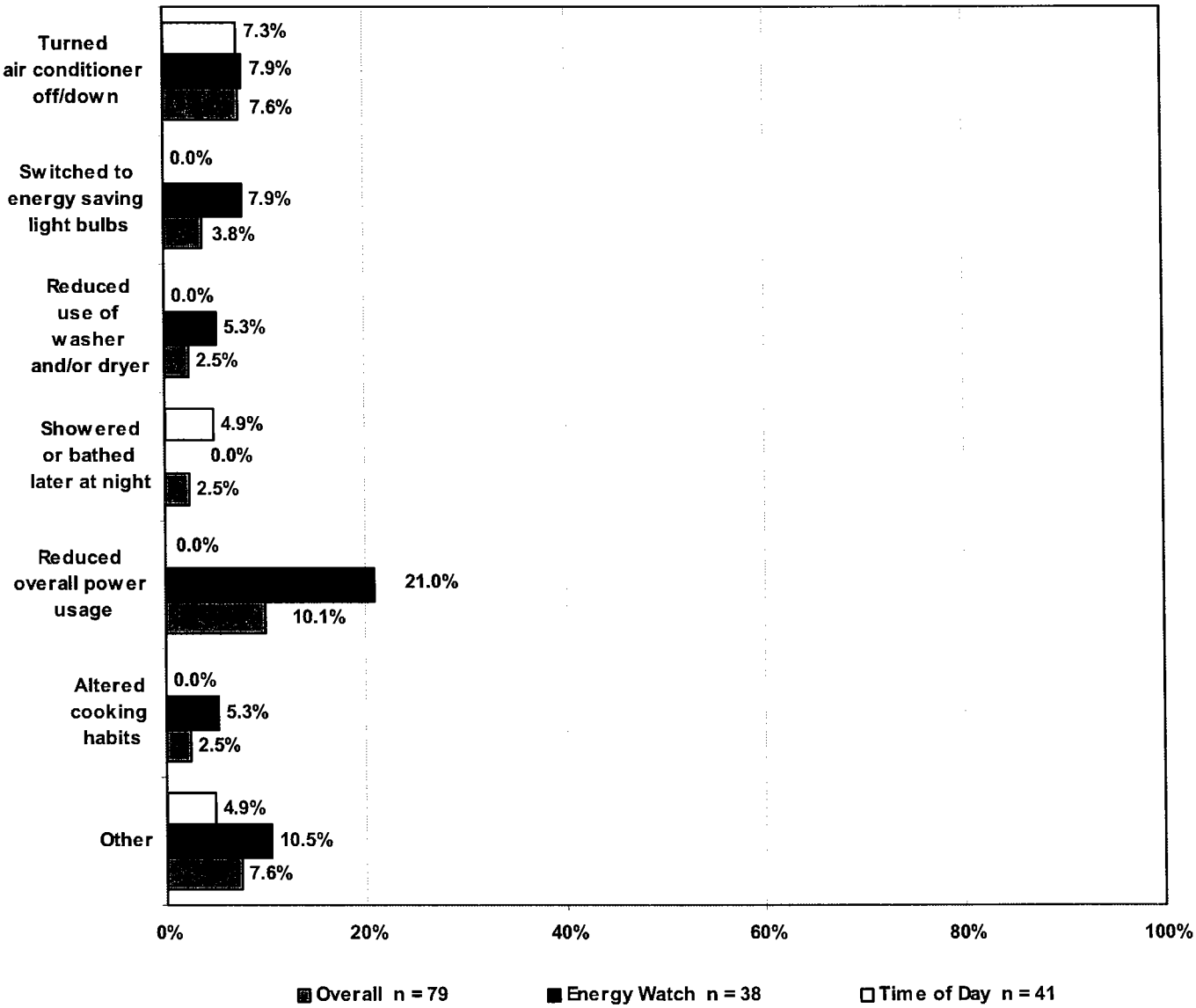
- One third of respondents for both programs (30.4 percent) reported they modified their electricity use by turning their lights off more.

**Figure 5: Modifications made to energy use**



Nearly four out of ten respondents indicated they changed their electricity use in some other way. Several of their "other" responses could be grouped into categories. The categories and their corresponding percentages are presented in the following table.

**Figure 6: Other specified modifications made to energy use**




- Two out of ten Energy Watch respondents (21.0 percent) indicated they reduced their overall power usage as a result of participating in the program compared to 0.0 percent of respondents from the Time of Day program.
- Some of the responses did not fit into any category and are provided below. Full text of all "other" responses is located in appendix C.

*"Yes, I put in a refrigeration cooler and I put in ceiling fans."*

*"I used everything after nine o' clock."*

*"Reduced power on Power Watch Night."*

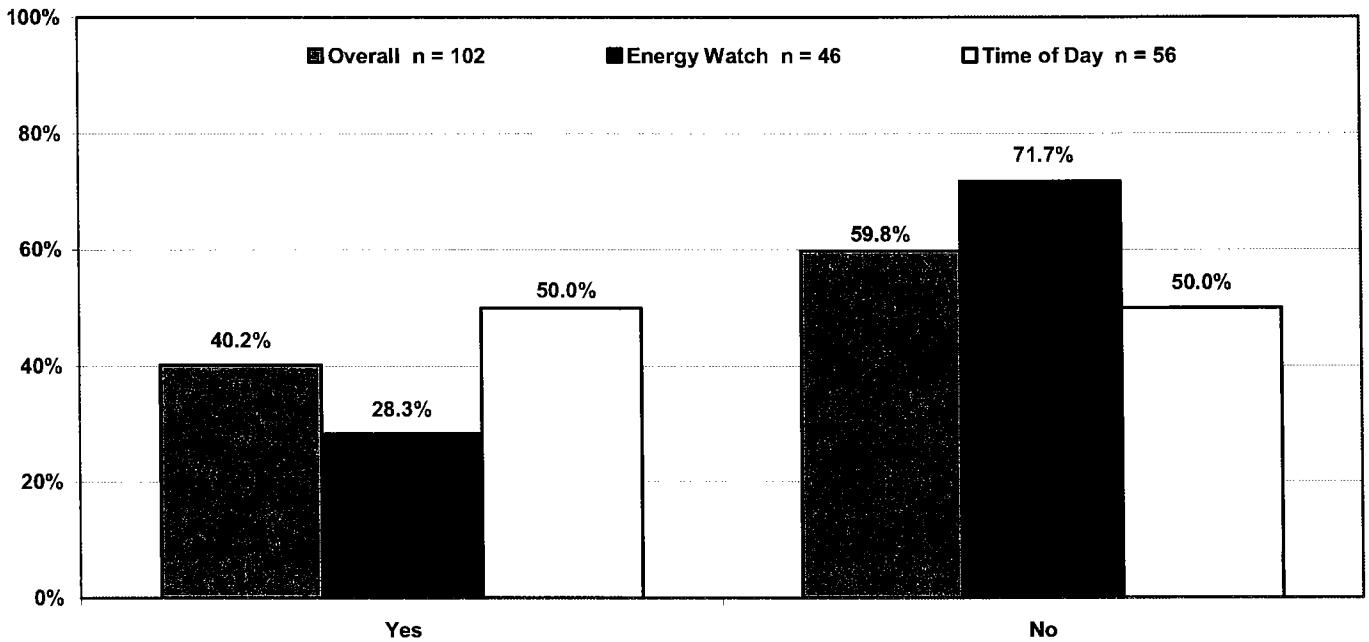
## *Central Air Conditioning*

***Question: Do you have central air conditioning in your home?***

**Table 11: Home has central air conditioning**

| | Overall n = 102 | Energy Watch n = 46 | Time of Day n = 56 |
|---|---|---|---|
| Yes | 40.2% | 28.3% | 50.0% |
| No | 59.8% | 71.7% | 50.0% |

**Figure 7: Home has central air conditioning**




- Less than three out of ten Energy Watch respondents (28.3 percent) reported their home is equipped with central air conditioning. In comparison, 50.0 percent of Time of Day respondents indicated their home has central air conditioning. While there is a 21.7 percentage point difference between the two program groups, statistical testing could not be conducted due to small sample sizes.

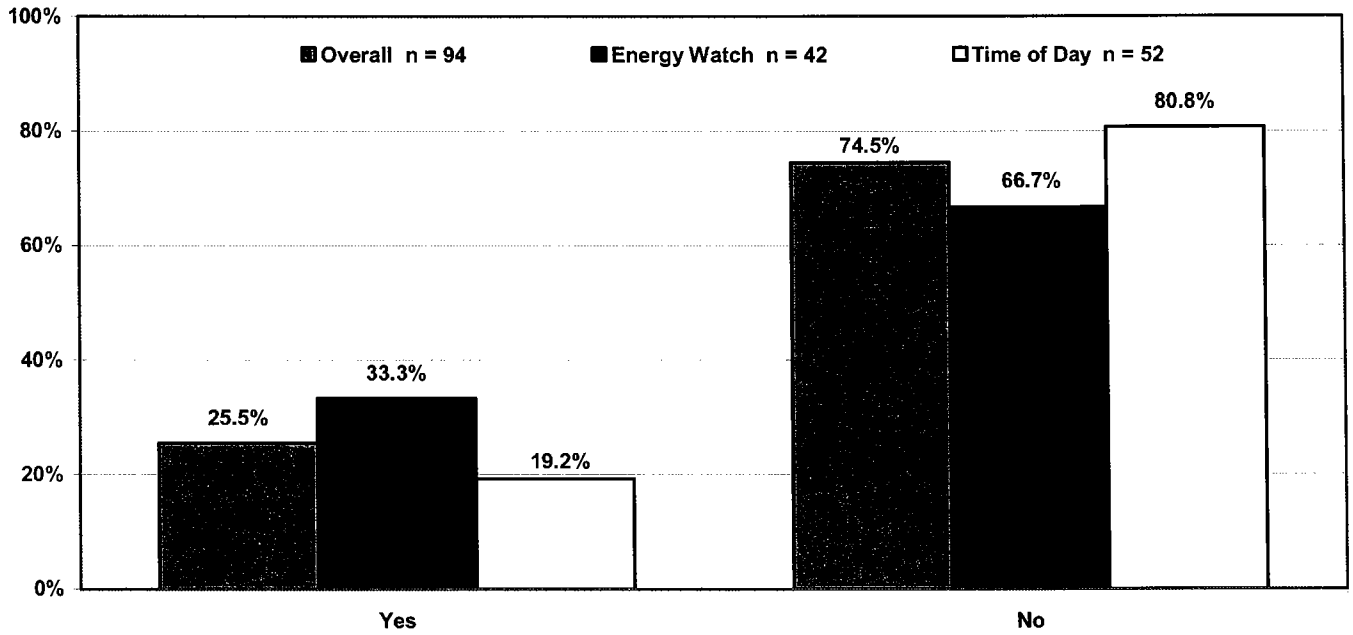
## *Features or Devices to Control Energy Usage*

***Question: Do you have features or devices on any of your home appliances that help you control the energy usage?***

**Table 12: Home appliances have features or devices to help control energy usage**

| | Overall n = 94 | Energy Watch n = 42 | Time of Day n = 52 |
|---|---|---|---|
| Yes | 25.5% | 33.3% | 19.2% |
| No | 74.4% | 66.7% | 80.8% |

**Figure 8: Home appliances have features or devices to help control energy usage**




- Nearly three quarters of all respondents (74.4 percent) indicated they do not have features or devices on any of their home appliances that help control energy usage.
- While more Energy Watch respondents (33.3 percent) than Time of Day respondents (19.2 percent) reported they have features or devices installed on their home appliances to help control energy usage, the differences could not be statistically tested due to small sample sizes.

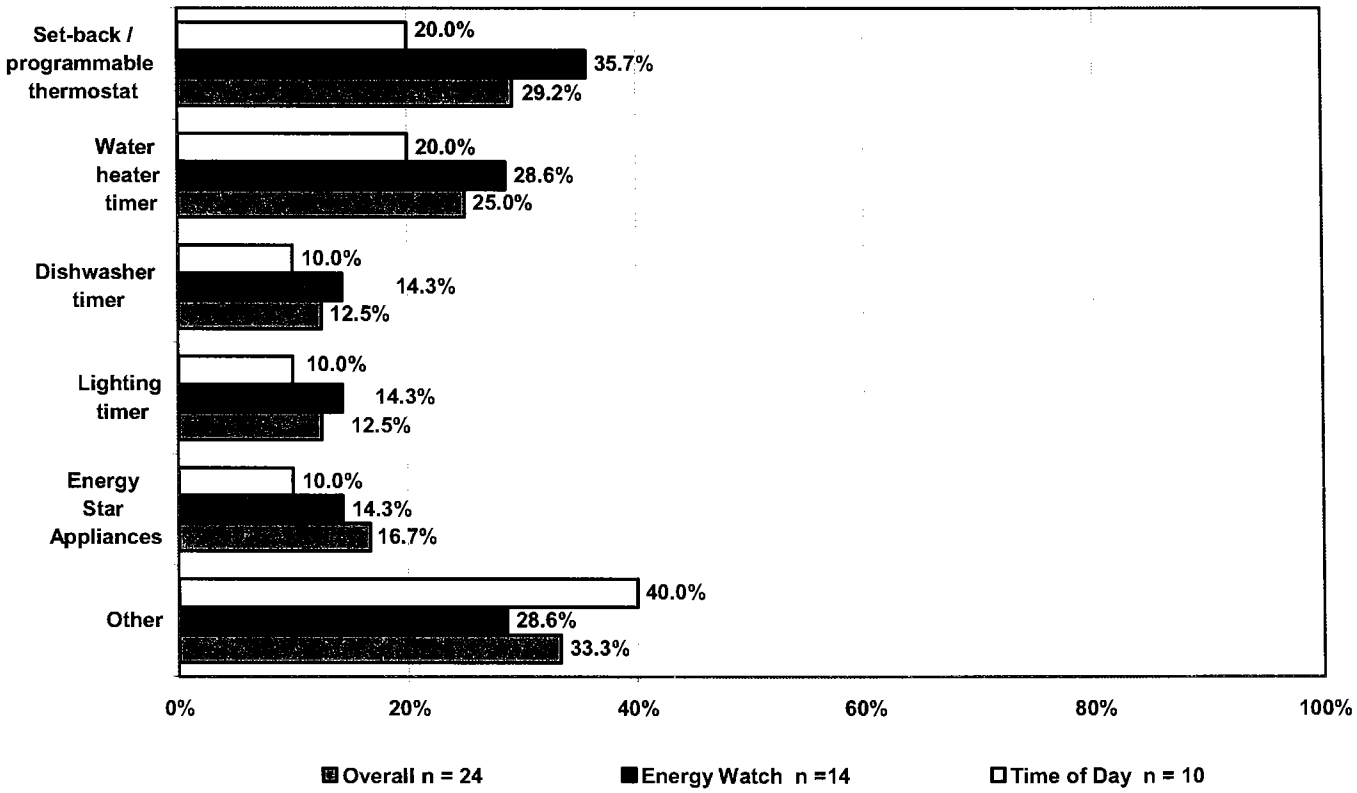
***Question: What type of control feature or devices do you have installed in your home?***

**Table 13: Types of energy control features or devices**

| | Overall n = 24 | Energy Watch n = 14 | Time of Day n = 10 |
|---|---|---|---|
| Set-back/programmable thermostat | 29.2% | 35.7% | 20.0% |
| Water heater timer | 25.0% | 28.6% | 20.0% |
| Dishwasher timer | 12.5% | 14.3% | 10.0% |
| Lighting timer | 12.5% | 14.3% | 10.0% |
| Energy Star appliances | 16.7% | 14.3% | 10.0% |
| Other | 33.3% | 28.6% | 40.0% |

**Please note:** Respondents could provide more than one response and therefore percentages exceed 100%.

**Figure 9: Types of energy control features or devices**




- Nearly one quarter of all respondents indicated they have either a set-back/programmable thermostat (29.2 percent) or water heater timer (25.0 percent).
- One third of respondents indicated they have some "other" feature or device installed to control energy use. Several of their "other" features or devices are listed below.

*"Outside watering timer."*

*"Propane heat has an economy button/setting."*

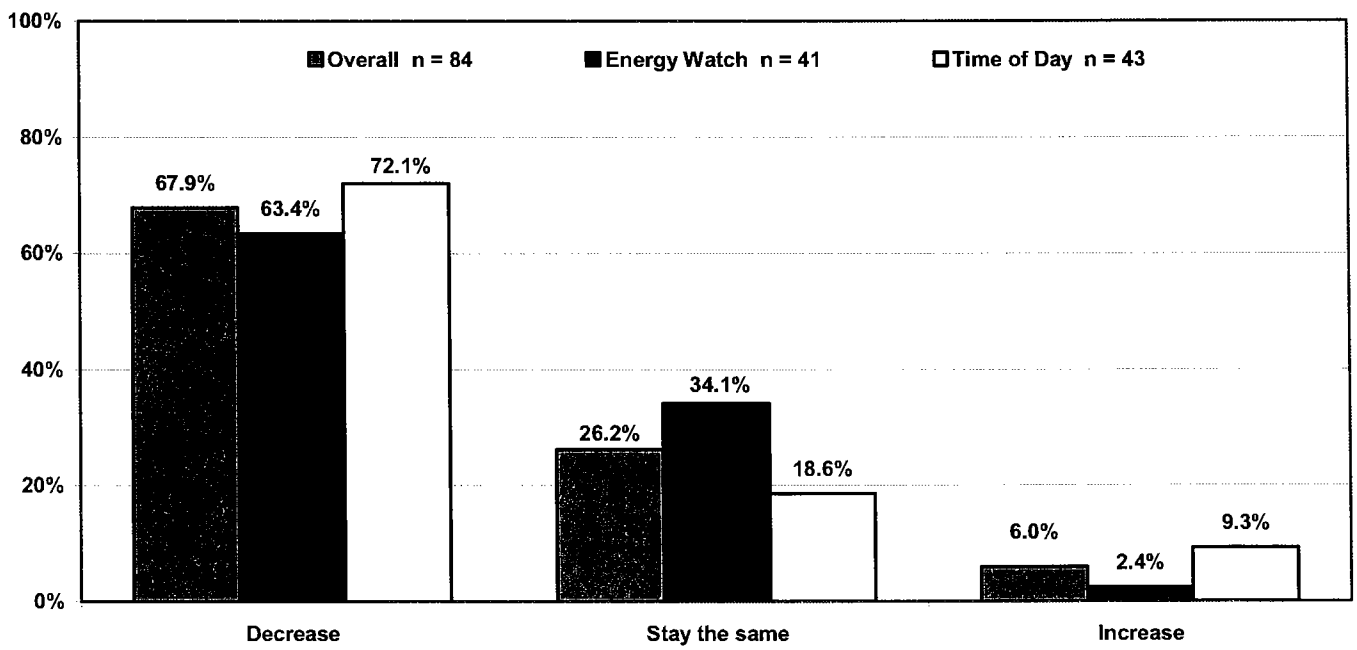
## *Effect of Participation on Electricity Bill*

***Question: How did your electricity bill change as a result of participating in the program? Did it decrease, stay the same, or increase?***

**Table 14: Effect of program participation on electricity bill**

| | Overall n = 84 | Energy Watch n = 41 | Time of Day n = 43 |
|---|---|---|---|
| Decrease | 67.9% | 63.4% | 72.1% |
| Stay the same | 26.2% | 34.1% | 18.6% |
| Increase | 6.0% | 2.4% | 9.3% |

**Figure 10: Effect of program participation on electricity bill**




- Slightly more Time of Day respondents (72.1 percent) compared to Energy Watch respondents (63.4 percent) indicated their power bill "decreased" as a result of participating in the program. While there is an 8.7 percentage point difference between the two programs statistical testing could not be conducted to determine whether the difference is real or due to chance.

- Very few respondents from either energy-pricing program (6.0 percent) reported their electricity bill increased due to program participation.

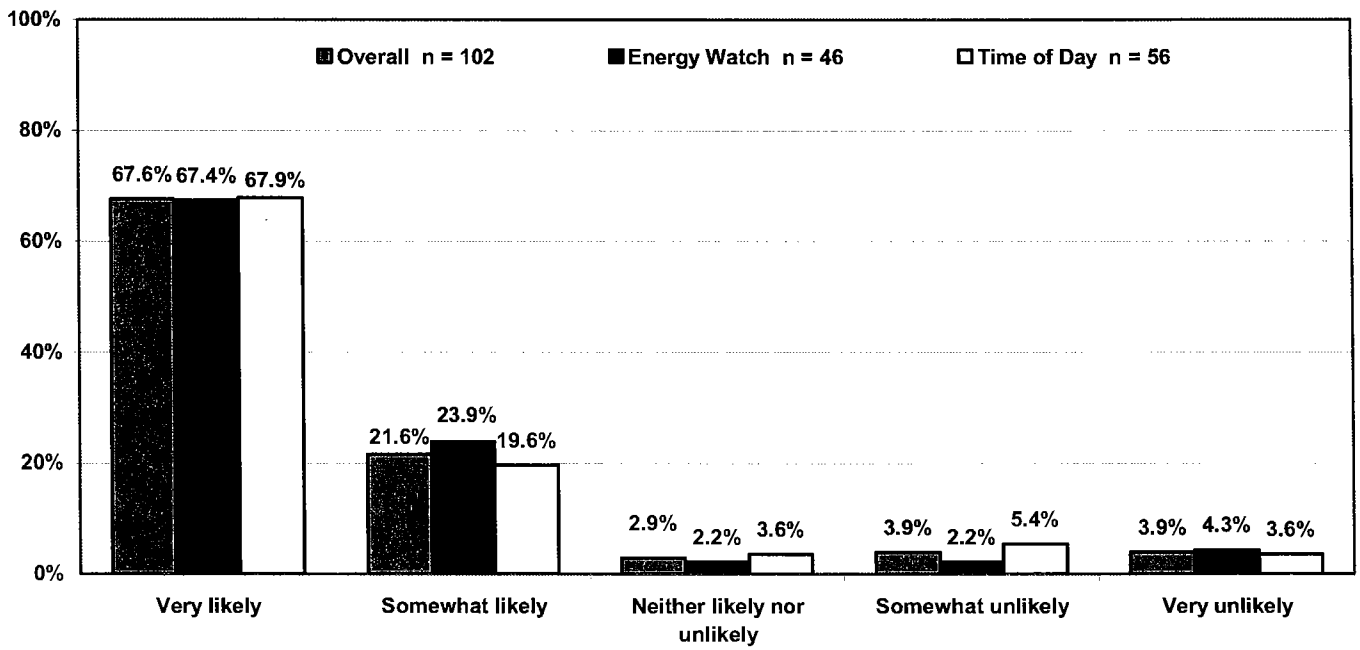
## *Future Participation*

***Question: How likely would you be to participate if the program was offered again?***

**Table 15: Likelihood of future participation in energy-pricing program**

| | Overall n = 102 μ = 4.5 | Energy Watch n = 46 μ = 4.5 | Time of Day n = 56 μ = 4.4 |
|---|---|---|---|
| Very likely | 67.6% | 67.4% | 67.9% |
| Somewhat likely | 21.6% | 23.9% | 19.6% |
| Neither likely nor unlikely | 2.9% | 2.2% | 3.6% |
| Somewhat unlikely | 3.9% | 2.2% | 5.4% |
| Very unlikely | 3.9% | 4.3% | 3.6% |

**Figure 11: Likelihood of future participation in energy-pricing program**




- Almost nine out of ten respondents from both energy-pricing programs (89.0 percent) indicated they were either "very likely" or "somewhat likely" to participate if their program was offered again.

- The mean likelihood of future participation for Time of Day respondents (μ = 4.4) is slightly lower than both the overall mean (μ = 4.5) and the mean for Energy Watch respondents (μ = 4.5), but the difference is not statistically significant.

# Appendices

## *A: Idaho Power Emmett Survey Year 2*

### INTRO

Hello, this is _____ with Clearwater Research. We are an independent research firm conducting a brief survey on behalf of Idaho Power and would like to include your opinions. The purpose of this study is to collect customer opinions about particular programs offered by Idaho Power. This study is being conducted for research purposes only and this call may be monitored and/or recorded for quality purposes.

INTERVIEWER NOTE: IF HESITANT, PLEASE SAY: " Let me assure you that this is not a sales call, and the information you provide will be kept strictly confidential."

INTERVIEWER NOTE: IF NEEDED, PLEASE SAY: " The interview will take about 5 minutes of your time."

### SCR1

May I please speak with the person that is most responsible for paying the electricity bill at your home?

1 RESPONDENT AVAILABLE
2 RESPONDENT NOT AVAILABLE **SET CALLBACK**
3 NO, NOT INTERESTED **SKIP TO THANK9**

7 LANGUAGE BARRIER **SKIP TO THANK2**
9 DON'T KNOW / REFUSED **SKIP TO THANK8**

### ANSMACH – IF SCR1 = 2

This message is for <NAME OF CUSTOMER>. I am calling on behalf of Idaho Power. Our records show that you recently participated in <PROGRAM> program. We would like to ask you a few questions about the services you received. For your convenience, you can call us at 1-800-727-5016, extension 401 to complete the survey or to schedule an interview time in the future. When you call, mention the Idaho Power survey and your identification number: xxx-xxx. Thank you very much. Goodbye.

PHONE NUMBER IS SHOWN TO MANUALLY DIAL IF MESSAGE RECORDER DOESN'T ALLOW FULL MESSAGE.

1 LEFT FIRST MESSAGE
2 ALREADY LEFT ONE MESSAGES
3 MACHINE FULL / NOT WORKING

**SCR2**

Do you or does anyone in your household work for a public utility, utility commission, market research firm, or the media?

1 YES **SKIP TO THANK9**
2 NO

7 DON'T KNOW **SKIP TO THANK9**
9 REFUSED **SKIP TO THANK9**

**GENDER**

INDICATE SEX OF RESPONDENT. ASK ONLY IF NECESSARY.

1 MALE
2 FEMALE

**Q005**

I'd like to ask you a few questions about the Idaho Power energy-pricing program that you participated in this past summer.

How did you first learn about the **<PROGRAM>** program that Idaho Power offered to Emmett area residents?

**DO NOT READ LIST**

01 PARTICIPATED LAST YEAR
02 MAILING FROM IDAHO POWER
03 AD IN THE LOCAL NEWSPAPER
04 IDAHO POWER EMPLOYEE
05 FRIEND OR NEIGHBOR
06 MESSAGE ON BILL
07 OTHER **[SPECIFY]**

77 DON'T KNOW/NOT SURE
99 REFUSED

**Q010**

Overall, how satisfied are you with the energy-pricing program you participated in? Would you say…

1 Very satisfied **SKIP TO Q020**
2 Somewhat satisfied **SKIP TO Q020**
3 Neither satisfied nor dissatisfied **SKIP TO Q025**
4 Somewhat dissatisfied **SKIP TO Q015**
5 Very dissatisfied **SKIP TO Q015**

7 DON'T KNOW/NOT SURE **SKIP TO Q025**
9 REFUSED **SKIP TO Q025**

**Q015 – IF Q010 = 4 or 5**

Why are you dissatisfied with the energy-pricing program?

**Q020 – IF Q010 = 1 or 2**

Why are you satisfied with the energy-pricing program?

**Q025**

Did you change the way you use electricity in your home as a result of participating in this program?

1 YES
2 NO **SKIP TO Q035**

7 DON'T KNOW/NOT SURE **SKIP TO Q035**
9 REFUSED **SKIP TO Q035**

**Q030 – IF Q025 = 1**

What changes did you make in the way you use electricity as a result of participating in this program?

INTERVIEWER NOTE: CHECK ALL THAT APPLY

01 DID LAUNDRY AT NIGHT OR ON WEEKENDS
02 WASHED DISHES AT NIGHT
03 ADJUSTED HOUSEHOLD TEMPERATURE / COMFORT
04 DID COOKING LATER IN DAY OR EARLIER IN MORNING
05 USED MICROWAVE MORE
06 USED OUTDOOR GRILL MORE
07 REDUCED SHOWERING TIMES
08 REDUCED AMOUNT OF WATER FOR BATHING
09 TURNED DOWN WATER HEATER TEMPERATURE
10 TURNED POWER OFF AT BREAKER
11 LEFT HOME DURING PEAK TIMES
12 TURNED LIGHTS OFF MORE
13 WATCHED LESS TV
14 TURNED OFF COMPUTER WHEN NOT IN USE
15 OTHER **[SPECIFY]**

77 DON'T KNOW/NOT SURE
99 REFUSED

**Q035**

Do you have central air conditioning in your home?

1 YES
2 NO

7 DON'T KNOW/NOT SURE
9 REFUSED

**Q040**

Do you have features or devices on any of your home appliances that help you control the energy usage?

1 YES
2 NO **SKIP TO Q050**

7 DON'T KNOW/NOT SURE **SKIP TO Q050**
9 REFUSED **SKIP TO Q050**

**Q045 – IF Q040 = 1**

What type of control features or devices do you have installed in your home??

INTERVIEWER NOTE: CHECK ALL THAT APPLY

01 SET-BACK / PROGRAMMABLE THERMOSTAT
02 WATER HEATER TIMER
03 DISHWASHER TIMER
04 LIGHTING TIMERS
05 OTHER **[SPECIFY]**

77 DON'T KNOW/NOT SURE
99 REFUSED

**Q050**

How did your electricity bill change as a result of participating in the program? Did it decrease, stay the same or increase?

1 DECREASE
2 STAY THE SAME
3 INCREASE

7 DON'T KNOW/NOT SURE
9 REFUSED

**Q055**

How likely would you be to participate if the <PROGRAM> program was offered again? Would you say you are…

1 Very likely
2 Somewhat likely
3 Neither likely nor unlikely
4 Somewhat unlikely
5 Very unlikely

7 DON'T KNOW/NOT SURE
9 REFUSED

**Q060**

The following questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers.

I would like to record the range in which your age falls. Which of the following groups includes your age?

1 Under 25,
2 25 to 44,
3 45 to 64, or
4 65 or above?

7 DON'T KNOW/NOT SURE
9 REFUSED

**Q065**

How long have you been an Idaho Power customer?

1 Less than 1 year,
2 1 to 10 years,
3 11 to 25 years,
4 26 years or more

7 DON'T KNOW/NOT SURE
9 REFUSED

**Q070**

During your participation in the **<Program>** program, how many people, including yourself, lived in your household?

_ _ ENTER NUMBER OF HOUSHOLD RESIDENTS DURING PROGRAM

77 DON'T KNOW/NOT SURE
99 REFUSED

## Q075

What is the highest level of education you have completed?

READ ONLY IF NECESSARY

| | |
|---|---|
| 01 | Did not finish high school, |
| 02 | High school graduate or GED, |
| 03 | Some college or technical school, |
| 04 | Associate or other degree, |
| 05 | College degree, |
| 06 | Some graduate school, or |
| 07 | Graduate degree |
| 77 | DON'T KNOW/NOT SURE |
| 99 | REFUSED |

## THANK1

Thank you very much for your time. Your opinions are important to us! On behalf of Clearwater Research and Idaho Power, I'd like to thank you for participating in our survey. Have a good day / evening.

## THANK2

I'm sorry, but we are only conducting interviews in English. Have a good day / evening.

## THANK8

Those are all of the questions I have. I cannot continue without that information. Thank you for your time.

## THANK9

Those are all of the questions we have. Have a good day / evening.

## THANK10

When would be a better time for us to reach the member of your household who is responsible for paying the electricity bill?

SETCALLBACK

Thank you for your time. Goodbye.

IDAHO POWER®
An IDACORP Company

## *B: Advance Letters*

October 26, 2006

«Name»
«Address»
«City»

Dear Energy Watch Participant,

We would like to thank you again for participating in this summer's Energy Watch pilot program, and taking action to help reduce demand on the electrical system during peak usage times.

As a participant in this year's program, you experienced ten Energy Watch Days between June 15 and August 15. The hottest Energy Watch Day was on July 25 when the temperature reached 107 degrees.

Now that this summer's program has concluded, we are asking for your help with one last item. Clearwater Research, Inc. will be calling you in the next 10 days to ask a few general survey questions about the Energy Watch program. Since there were a limited number of participants in the Energy Watch program, it is very important that we receive survey responses from as many participants as possible. Your participation in this survey will provide Idaho Power with valuable information that we can use to evaluate our Energy Watch program. Idaho Power and Clearwater Research will keep the individual survey responses strictly confidential.

As a customer with AMR technology, you will continue to have access to your electric usage data by using the E-services tools at Idaho Power's Web site. To access this information, go to E-services at www.idahopower.com and register as an Account Manager (if you have not already done so) and you will be able to view your recent account data as well as energy efficiency tips and tools to help you better understand your energy usage.

Sincerely,

Pete Pengilly
Program Manager

Pricing & Regulatory Services
Voice: 208-388-2281
Fax: 208-388-6449
ppengilly@idahopower.com



P.O. Box 70 (83707)
1221 W. Idaho St.
Boise, ID 83702

October 26, 2006

IDAHO POWER®
An IDACORP Company

«Name»
«Address»
«City»

Dear Time of Use Participant,

We would like to thank you again for participating in this summer's Time of Use pilot program, and taking action to help reduce demand on the electrical system during peak usage times.

Now that this summer's program has concluded, we are asking for your help with one last item. Clearwater Research, Inc. will be calling you in the next 10 days to ask a few general survey questions about the Time of Use program. Since there were a limited number of participants in the Time of Use program, it is very important that we receive survey responses from as many participants as possible. Your participation in this survey will provide Idaho Power with valuable information that we can use to evaluate our Time of Use program. Idaho Power and Clearwater Research will keep the individual survey responses strictly confidential.

As a customer with AMR technology, you will continue to have access to your electric usage data by using the E-services tools at Idaho Power's Web site. To access this information, go to E-services at www.idahopower.com and register as an Account Manager (if you have not already done so) and you will be able to view your recent account data as well as energy efficiency tips and tools to help you better understand your energy usage.

Sincerely,

Pete Pengilly
Program Manager

Pricing & Regulatory Services
Voice: 208-388-2281
Fax: 208-388-6449
ppengilly@idahopower.com



P.O. Box 70 (83707)
1221 W. Idaho St.
Boise, ID 83702

## *C: Open End responses*

### Q005: How did you first learn about the program that Idaho Power offered to Emmett area residents?-- Other specify

- *"Sent letter."*
- *"A mailing."*
- *"Got letter."*
- *"Got a flyer."*

### Q015: Why are you dissatisfied with the energy-pricing program?

- *"Would like to see more savings for myself and my household. There are some things that use energy that we still have to run during that time, and we pay a lot more for that usage."*
- *"I am 80 years old and I need to do laundry in the morning."*
- *"It didn't seem to make much difference."*

### Q020: Why are you satisfied with the energy-pricing program?

#### Lowered power bill

- *"Well it got me lower rates overall, and it wasn't that big of a sacrifice to turn off the air conditioning."*
- *"It kept my bill down to where I could basically afford it."*
- *"It cut my power bill in half."*
- *"It helped us with our bill and we are all for saving energy."*
- *"Well, as far as I could tell it was less money I had to pay and it worked out."*
- *"It saved me some money."*
- *"I think it is a good way to save on energy and my power bill."*
- *"My bill was a little cheaper."*
- *"Time schedule (that was suggested) worked out for me, and it was good to have the lower cost during those times. I am on a fixed income."*
- *"It seemed to lower my bill."*
- *"It saves money for everyone and cutting down on energy is not a hardship."*
- *"Bill was lower."*
- *"I liked the prices, it is a good trade off."*
- *"They brought the price down. It was fair for what they were asking us to do."*
- *"It reduced my energy bill."*
- *"Cut down on power bill."*

- *"Bill went down."*
- *"Kept your level pay the same."*
- *"Bill doesn't increase."*
- *"Lowered your bill."*
- *"Lower bill."*
- *"Helps out on bill."*
- *"Like the price."*
- *"Because it saves me money and makes me more aware of how to save energy."*
- *"Really save me money."*
- *"Cuts down on rates."*
- *"Lowered bill by followed guidelines."*
- *"Lowered power bill and was easy to do."*
- *"Bill was less, did not put me off too much with hours you chose."*
- *"Made difference in bill."*
- *"I like the way they are doing it. I like the fact that they are trying to help us save money."*
- *"The cost was low."*
- *"It has brought my bill down quite a bit and it has worked out well for me."*
- *"Cheaper, saved on electric bill, but don't know for sure."*
- *"Save money."*
- *"Saved me money if I followed the program."*
- *"In the long run it saved us money and helped Idaho power save energy."*
- *"Bill seems reasonable."*
- *"Cost went down."*
- *"My bill was not outrageous."*
- *"Lower bill."*
- *"Saved money."*
- *"A lot lower price on electricity, worked out just fine."*
- *"Cut down on energy bill."*
- *"Saves money."*
- *"Forced us to go out more, not an inconvenience. The phone call to alert us was very convenient, saved money and conserved energy."*

- *"Gives a chance to lower bills, lower rates in the summer."*
- *"Saved money."*
- *"Program tells us when to save money."*
- *"Easy to do, saved money."*
- *"Nice way to save money, but somewhat inconvenient in times set."*

### Helped Conserve Energy

- *"It wasn't that hard to participate in and we saved on the energy that we used."*
- *"It helped us with our bill and we are all for saving energy."*
- *"I can't understand the charge on my bill. It does save us energy."*
- *"I think it is a good way to save on energy and my power bill."*
- *"I actually think we did save energy and they did give me a reminder call the day before."*
- *"It saves money for everyone and cutting down on energy is not a hardship."*
- *"We just try to do our part to save energy and as long as we know ahead of time, we do everything we can to save energy."*
- *"Because it saves me money and makes me more aware of how to save energy."*
- *"Helps us to conserve."*
- *"In the long run it saved us money and helped Idaho power save energy."*
- *"I think it just makes me more aware of the energy, and when to do stuff."*
- *"It gives us the option of controlling when we use our power."*
- *"Taught me how to conserve energy."*
- *"Forced us to go out more, not an inconvenience. The phone call to alert us was very convenient, saved money and conserved energy."*

### Easy to Participate

- *"Well it got me lower rates overall, and it wasn't that big of a sacrifice to turn off the air conditioning."*
- *"It wasn't that hard to participate in and we saved on the energy that we used."*
- *"Thought it was fair and a very easy request."*
- *"Worked out very well."*
- *"Lowered power bill and was easy to do."*
- *"A lot lower price on electricity, worked out just fine."*
- *"Although I had to do many tasks after daytime hours, it really was not difficult."*
- *"Easy to do, saved money."*

### Routine Change not Inconvenient

- *"We just try to do our part to save energy and as long as we know ahead of time, we do everything we can to save energy."*
- *"It worked out OK for me, I could make some adjustments to my schedule. For families who go to work and are on a schedule, it seems it would be pretty hard for them to do this, though."*
- *"Even though no data for comparison of savings, felt that the program and scheduling of days did not impact my life or production schedule."*
- *"Not a handicap, caused no slow down in regular routine."*
- *"Fit beautifully with what we needed, liked the flexibility of both plans offered."*
- *"Forced us to go out more, not an inconvenience. The phone call to alert us was very convenient, saved money and conserved energy."*
- *"Although I had to do many tasks after daytime hours, it really was not difficult."*

### Convenient Time Schedule

- *"Time schedule (that was suggested) worked out for me, and it was good to have the lower cost during those times. I am on a fixed income."*
- *"Bill was less, did not put me off too much with hours you chose."*
- *"It work well for me, I like doing things in the evening."*

### Other

- *"Well, it wasn't very convenient and I didn't see much difference."*
- *"Well, as far as I could tell it was less money I had to pay and it worked out."*
- *"It would end up costing me more money. I'm not going to participate next year."*
- *"It didn't cost me much."*
- *"They had too many of us (assigned?)in the same time schedules."*
- *"I assume that they need the power somewhere."*
- *"It lets me control how much my bill is."*
- *"I liked the prices, it is a good trade off."*
- *"They brought the price down. It was fair for what they were asking us to do."*
- *"Cheapest dime you spent."*
- *"It did not affect my bill that much."*
- *"Good way to divide."*
- *"It worked out OK for me, I could make some adjustments to my schedule. For families who go to work and are on a schedule, it seems it would be pretty hard for them to do this, though."*
- *"I thought it was fair."*

- *"I like the way they are doing it. I like the fact that they are trying to help us save money."*
- *"It has brought my bill down quite a bit and it has worked out well for me."*
- *"It does work well for us even though it may not work for others."*
- *"Seem to be satisfied."*
- *"Knew I could take advantage of this study, was glad to have the opportunity."*
- *"When it gets hot, our swamp cooler runs a lot, and with the time of day program it seemed to help."*
- *"No comment."*
- *"Just seemed to work."*
- *"Because I think it's a good idea."*
- *"Glad to have program offered."*
- *"Forced us to go out more, not an inconvenience. The phone call to alert us was very convenient, saved money and conserved energy."*
- *"Seems to work."*
- *"Nice way to save money, but somewhat inconvenient in times set."*

## Q030: What changes did you make in the way you use electricity as a result of participating in this program? -- Other specify

### Turned air conditioner off/down

- *"Used the air conditioner at lowest rates."*
- *"Turned down and/or significantly reduced use of air conditioning, also changed bathing times to off-peak."*
- *"Turned off air conditioner at peak hours."*
- *"Changed the way we use the air conditioning."*
- *"Turned off air conditioning."*
- *"Only used air conditioner one day."*

### Switched to energy saving light bulbs

- *"New energy saving bulbs. Turned on air conditioning later in the day."*
- *"Bought light bulbs that used less power."*
- *"I got energy saving light bulbs."*

### Reduced use of washer and/or dryer

- *"Did laundry less."*
- *"Hang dried clothes. There are less people living in the home now."*

### Showered/Bathed later at night

- *"Took showers later at night."*
- *"Took showers after nine at night."*

### Reduced overall power usage

- *"I shut every power source except for the freezer off during peak hours."*
- *"Just turned things off as much as possible and reduced usage overall."*
- *"Turned everything off during peak hours."*
- *"Less energy."*
- *"Used less energy during peak hours."*
- *"Tried to do as much activity as I could to be done before noon."*
- *"Paid attention to what I did during certain hours."*
- *"Reduced overall power usage during peak times."*

### Altered cooking habits

- *"Did less cooking, didn't cook large meals."*
- *"Altered cooking habits, reduced oven use."*

### Other

- *"Yes I put in a refrigeration cooler and I put in ceiling fans."*
- *"Turned furnace down."*
- *"I used everything after nine o' clock."*
- *"Follow guidelines."*
- *"Just general."*

- *"Reduced power on Power Watch Night."*

## Q045: What type of control features or devices do you have installed in your home? – Other specify

### Energy Star Appliance

- *"Energy saver washer and dryer."*
- *"Laundry machines with lower water use and power saving."*
- *"Updated/replaced appliances which are now more energy-efficient."*
- *"Trying to get the Energy Star appliances."*

### Other

- *"Ceiling fan for heating and cooling. Our computer is set on energy saver."*
- *"Power strip, light timers."*
- *"Outside watering timer."*
- *"Heat control for pellet stove and for the furnace and air conditioning."*
- *"Propane heat has an economy button/setting."*
- *"Power bars."*
- *"I can turn down the stove, the air conditioner, the refrigerator, freezer, and washer and dryer."*
- *"Dishwasher settings."*

# D: Cross tabulation tables

## Overall

Table Q005M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
How did you first learn about the program that Idaho Poweroffered to Emmett area residents?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 98<br>100% | - | 16<br>100% | 38<br>100% | 44<br>100% | - | 16<br>100% | 28<br>100% | 53<br>100% | 38<br>100% | 26<br>100% | 34<br>100% | 24<br>100% | 74<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 55<br>100% | 21<br>100% | 5<br>100% | 53<br>100% | 45<br>100% |
| Participated last year | 12<br>12.2 | - | 2<br>12.5 | 5<br>13.2 | 5<br>11.4 | - | 2<br>12.5 | 4<br>14.3 | 6<br>11.3 | 5<br>13.2 | 2<br>7.7 | 5<br>14.7 | 3<br>12.5 | 9<br>12.2 | 12<br>100.0 | - | - | - | - | - | - | 10<br>18.2<br>w | 1<br>4.8 | - | 7<br>13.2 | 5<br>11.1 |
| Mailing from Idaho Power | 53<br>54.1 | - | 6<br>37.5 | 20<br>52.6 | 27<br>61.4<br>c | - | 8<br>50.0 | 13<br>46.4 | 32<br>60.4 | 20<br>52.6 | 15<br>57.7 | 18<br>52.9 | 14<br>58.3 | 39<br>52.7 | - | 53<br>100.0 | - | - | - | - | - | 24<br>43.6 | 16<br>76.2<br>V | 2<br>40.0 | 33<br>62.3<br>z | 20<br>44.4 |
| Ad in local newspaper | 7<br>7.1 | - | 4<br>25.0 | 3<br>7.9 | - | - | 1<br>6.2 | 6<br>21.4 | - | 1<br>2.6 | 1<br>3.8 | 5<br>14.7<br>j | - | 7<br>9.5 | - | - | 7<br>100.0 | - | - | - | - | 7<br>12.7 | - | - | - | 7<br>15.6 |
| Idaho Power employee | 1<br>1.0 | - | - | 1<br>2.6 | - | - | - | - | 1<br>1.9 | - | - | 1<br>2.9 | - | 1<br>1.4 | - | - | - | 1<br>100.0 | - | - | - | 1<br>1.8 | - | - | - | 1<br>2.2 |
| Friend or Neighbor | 2<br>2.0 | - | 1<br>6.2 | - | 1<br>2.3 | - | 1<br>6.2 | - | 1<br>1.9 | 2<br>5.3 | - | - | - | 2<br>2.7 | - | - | - | - | 2<br>100.0 | - | - | 1<br>1.8 | 1<br>4.8 | - | 1<br>1.9 | 1<br>2.2 |
| Message on bill | 14<br>14.3 | - | 3<br>18.8 | 6<br>15.8 | 5<br>11.4 | - | 3<br>18.8 | 4<br>14.3 | 6<br>11.3 | 6<br>15.8 | 5<br>19.2 | 3<br>8.8 | 5<br>20.8 | 9<br>12.2 | - | - | - | - | - | 14<br>100.0 | - | 8<br>14.5 | 1<br>4.8 | 2<br>40.0 | 6<br>11.3 | 8<br>17.8 |
| Other | 9<br>9.2 | - | - | 3<br>7.9 | 6<br>13.6 | - | 1<br>6.2 | 1<br>3.6 | 7<br>13.2<br>h | 4<br>10.5 | 3<br>11.5 | 2<br>5.9 | 2<br>8.3 | 7<br>9.5 | - | - | - | - | - | - | 9<br>100.0 | 4<br>7.3 | 2<br>9.5 | 1<br>20.0 | 6<br>11.3 | 3<br>6.7 |
| NO ANSWER | 4<br>4.1 | - | - | - | 4<br>9.1 | - | 2<br>12.5 | - | 2<br>3.8 | 4<br>10.5 | - | - | 3<br>12.5 | 1<br>1.4 | - | - | - | - | - | - | - | 2<br>3.6 | 1<br>4.8 | - | 3<br>5.7 | 1<br>2.2 |
| STANDARD ERROR | 1.44 | - | 0.43 | 0.32 | 2.99 | - | 5.64 | 0.33 | 1.90 | 3.40 | 0.42 | 0.29 | 4.57 | 1.01 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.84 | 3.39 | 1.08 | 2.26 | 1.63 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q010M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
Overall, how satisfied are you with the energy pricing program you participated in? Would you say...

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 100<br>100% | - | 16<br>100% | 37<br>100% | 47<br>100% | - | 17<br>100% | 28<br>100% | 54<br>100% | 42<br>100% | 26<br>100% | 32<br>100% | 26<br>100% | 74<br>100% | 12<br>100% | 52<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 8<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 54<br>100% | 46<br>100% |
| Very satisfied | 60<br>60.0 | - | 6<br>37.5 | 26<br>70.3<br>C | 28<br>59.6 | - | 12<br>70.6<br>h | 13<br>46.4 | 34<br>63.0 | 27<br>64.3 | 14<br>53.8 | 19<br>59.4 | 16<br>61.5 | 44<br>59.5 | 8<br>66.7 | 26<br>50.0 | 6<br>85.7<br>P | 1<br>100.0<br>OPTU | 1<br>50.0 | 10<br>71.4 | 5<br>62.5 | 47<br>82.5<br>Wx | 5<br>22.7 | 2<br>40.0 | 32<br>59.3 | 28<br>60.9 |
| Somewhat satisfied | 29<br>29.0 | - | 6<br>37.5 | 8<br>21.6 | 15<br>31.9 | - | 3<br>17.6 | 10<br>35.7 | 16<br>29.6 | 11<br>26.2 | 9<br>34.6 | 9<br>28.1 | 6<br>23.1 | 23<br>31.1 | 3<br>25.0 | 22<br>42.3<br>qTU | 1<br>14.3 | - | 1<br>50.0 | 1<br>7.1 | 1<br>12.5 | 8<br>14.0 | 12<br>54.5<br>Vx | 1<br>20.0 | 15<br>27.8 | 14<br>30.4 |
| Neither satisfied nor dissatisfied | 8<br>8.0 | - | 4<br>25.0<br>de | 2<br>5.4 | 2<br>4.3 | - | 2<br>11.8 | 4<br>14.3 | 2<br>3.7 | 2<br>4.8 | 2<br>7.7 | 4<br>12.5 | 4<br>15.4 | 4<br>5.4 | 1<br>8.3 | 3<br>5.8 | - | - | - | 3<br>21.4 | - | 1<br>1.8 | 4<br>18.2<br>v | 1<br>20.0 | 5<br>9.3 | 3<br>6.5 |
| Somewhat dissatisfied | 3<br>3.0 | - | - | 1<br>2.7 | 2<br>4.3 | - | - | 1<br>3.6 | 2<br>3.7 | 2<br>4.8 | 1<br>3.8 | - | - | 3<br>4.1 | - | 1<br>1.9 | - | - | - | - | 2<br>25.0 | 1<br>1.8 | 1<br>4.5 | 1<br>20.0 | 2<br>3.7 | 1<br>2.2 |
| NO ANSWER | 2<br>2.0 | - | - | 1<br>2.7 | 1<br>2.1 | - | 1<br>5.9 | - | 1<br>1.9 | - | - | 2<br>6.2 | 1<br>3.8 | 1<br>1.4 | - | 1<br>1.9 | - | - | - | - | 1<br>12.5 | - | - | - | 2<br>3.7 | - |
| MEAN<br>STANDARD ERROR | 4.51<br>0.08 | - | 4.12<br>0.20 | 4.66<br>0.13 | 4.52<br>0.12 | - | 4.72<br>0.21 | 4.25<br>0.16 | 4.56<br>0.11 | 4.50<br>0.12 | 4.38<br>0.16 | 4.62<br>0.16 | 4.56<br>0.17 | 4.49<br>0.10 | 4.58<br>0.19 | 4.45<br>0.11 | 4.86<br>0.14 | 5.00<br>0.0 | 4.50<br>0.50 | 4.50<br>0.23 | 4.44<br>0.53 | 4.77<br>0.08 | 3.95<br>0.17 | 3.80<br>0.58 | 4.52<br>0.12 | 4.50<br>0.11 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table GENDER

Idaho Power

Idaho Power Emmett Study Year 2- Participants
Participant's gender

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| Total | 102<br>100.0 | - | 16<br>100.0 | 38<br>100.0 | 48<br>100.0 | - | 18<br>100.0 | 28<br>100.0 | 55<br>100.0 | 42<br>100.0 | 26<br>100.0 | 34<br>100.0 | 27<br>100.0 | 75<br>100.0 | 12<br>100.0 | 53<br>100.0 | 7<br>100.0 | 1<br>100.0 | 2<br>100.0 | 14<br>100.0 | 9<br>100.0 | 57<br>100.0 | 22<br>100.0 | 5<br>100.0 | 56<br>100.0 | 46<br>100.0 |
| Male | 27<br>26.5 | - | 3<br>18.8 | 9<br>23.7 | 15<br>31.2 | - | 8<br>44.4<br>h | 5<br>17.9 | 14<br>25.5 | 16<br>38.1<br>kL | 5<br>19.2 | 6<br>17.6 | 27<br>100.0<br>L | - | 3<br>25.0 | 14<br>26.4 | - | - | - | 5<br>35.7 | 2<br>22.2 | 14<br>24.6 | 4<br>18.2 | 1<br>20.0 | 14<br>25.0 | 13<br>28.3 |
| Female | 75<br>73.5 | - | 13<br>81.2 | 29<br>76.3 | 33<br>68.8 | - | 10<br>55.6 | 23<br>82.1<br>g | 41<br>74.5 | 26<br>61.9 | 21<br>80.8<br>j | 28<br>82.4<br>J | - | 75<br>100.0 | 9<br>75.0 | 39<br>73.6 | 7<br>100.0<br>OPT | 1<br>100.0<br>OPT | 2<br>100.0<br>OPT | 9<br>64.3 | 7<br>77.8 | 43<br>75.4 | 18<br>81.8 | 4<br>80.0 | 42<br>75.0 | 33<br>71.7 |
| STANDARD ERROR | 0.03 | - | 0.09 | 0.06 | 0.05 | - | 0.08 | 0.07 | 0.05 | 0.05 | 0.07 | 0.06 | 0.0 | 0.04 | 0.10 | 0.05 | 0.14 | 0.50 | 0.29 | 0.09 | 0.12 | 0.05 | 0.07 | 0.16 | 0.05 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_A

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Why are you satisfied with the energy-pricing program? LOWERED POWER BILL

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 51<br>59.3 | - | 9<br>81.8<br>D | 17<br>50.0 | 25<br>61.0 | - | 7<br>50.0 | 14<br>60.9 | 29<br>60.4 | 19<br>51.4 | 14<br>66.7 | 18<br>64.3<br>m | 9<br>40.9 | 42<br>65.6 | 8<br>72.7 | 25<br>54.3 | 4<br>57.1 | 1<br>100.0<br>OPQTU | 1<br>100.0<br>OPQTU | 8<br>72.7 | 3<br>50.0 | 37<br>67.3<br>w | 6<br>40.0 | 1<br>33.3 | 28<br>62.2 | 23<br>56.1 |
| No | 35<br>40.7 | - | 2<br>18.2 | 17<br>50.0<br>C | 16<br>39.0 | - | 7<br>50.0 | 9<br>39.1 | 19<br>39.6 | 18<br>48.6 | 7<br>33.3 | 10<br>35.7 | 13<br>59.1<br>l | 22<br>34.4 | 3<br>27.3 | 21<br>45.7 | 3<br>42.9 | - | - | 3<br>27.3 | 3<br>50.0 | 18<br>32.7 | 9<br>60.0<br>v | 2<br>66.7 | 17<br>37.8 | 18<br>43.9 |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.05 | - | 0.12 | 0.09 | 0.08 | - | 0.14 | 0.10 | 0.07 | 0.08 | 0.11 | 0.09 | 0.11 | 0.06 | 0.14 | 0.07 | 0.20 | 0.0 | 0.0 | 0.14 | 0.22 | 0.06 | 0.13 | 0.33 | 0.07 | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_B

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Why are you satisfied with the energy-pricing program? HELPED CONSERVE ENERGY

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 14<br>16.3 | - | 1<br>9.1 | 8<br>23.5 | 5<br>12.2 | - | 3<br>21.4 | 5<br>21.7 | 6<br>12.5 | 8<br>21.6 | 2<br>9.5 | 4<br>14.3 | 3<br>13.6 | 11<br>17.2 | 3<br>27.3 | 6<br>13.0 | 2<br>28.6 | - | - | 1<br>9.1 | 2<br>33.3 | 11<br>20.0 | 2<br>13.3 | 1<br>33.3 | 6<br>13.3 | 8<br>19.5 |
| No | 72<br>83.7 | - | 10<br>90.9 | 26<br>76.5 | 36<br>87.8 | - | 11<br>78.6 | 18<br>78.3 | 42<br>87.5 | 29<br>78.4 | 19<br>90.5 | 24<br>85.7 | 19<br>86.4 | 53<br>82.8 | 8<br>72.7 | 40<br>87.0 | 5<br>71.4 | 1<br>100.0<br>OPqu | 1<br>100.0<br>OPqu | 10<br>90.9 | 4<br>66.7 | 44<br>80.0 | 13<br>86.7 | 2<br>66.7 | 39<br>86.7 | 33<br>80.5 |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.04 | - | 0.09 | 0.07 | 0.05 | - | 0.11 | 0.09 | 0.05 | 0.07 | 0.07 | 0.07 | 0.07 | 0.05 | 0.14 | 0.05 | 0.18 | 0.0 | 0.0 | 0.09 | 0.21 | 0.05 | 0.09 | 0.33 | 0.05 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_C

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Why are you satisfied with the energy-pricing program? EASY TO PARTICIPATE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 8<br>9.3 | - | 1<br>9.1 | 3<br>8.8 | 4<br>9.8 | - | 3<br>21.4 | 2<br>8.7 | 3<br>6.2 | 4<br>10.8 | - | 4<br>14.3 | 4<br>18.2 | 4<br>6.2 | - | 4<br>8.7 | 1<br>14.3 | - | - | 1<br>9.1 | 2<br>33.3 | 6<br>10.9 | - | - | 3<br>6.7 | 5<br>12.2 |
| No | 78<br>90.7 | - | 10<br>90.9 | 31<br>91.2 | 37<br>90.2 | - | 11<br>78.6 | 21<br>91.3 | 45<br>93.8 | 33<br>89.2 | 21<br>100.0<br>JL | 24<br>85.7 | 18<br>81.8 | 60<br>93.8 | 11<br>100.0<br>Pu | 42<br>91.3 | 6<br>85.7 | 1<br>100.0<br>Pu | 1<br>100.0<br>Pu | 10<br>90.9 | 4<br>66.7 | 49<br>89.1 | 15<br>100.0<br>V | 3<br>100.0<br>V | 42<br>93.3 | 36<br>87.8 |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.03 | - | 0.09 | 0.05 | 0.05 | - | 0.11 | 0.06 | 0.04 | 0.05 | 0.0 | 0.07 | 0.08 | 0.03 | 0.0 | 0.04 | 0.14 | 0.0 | 0.0 | 0.09 | 0.21 | 0.04 | 0.0 | 0.0 | 0.04 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_D

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Why are you satisfied with the energy-pricing program? ROUTINE CHANGE NOT INCONVENIENT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 7<br>8.1 | - | - | 3<br>8.8 | 4<br>9.8 | - | 3<br>21.4 | 2<br>8.7 | 2<br>4.2 | 4<br>10.8 | - | 3<br>10.7 | 3<br>13.6 | 4<br>6.2 | 2<br>18.2 | 2<br>4.3 | 1<br>14.3 | - | - | 1<br>9.1 | - | 4<br>7.3 | 1<br>6.7 | - | 3<br>6.7 | 4<br>9.8 |
| No | 79<br>91.9 | - | 11<br>100.0<br>dE | 31<br>91.2 | 37<br>90.2 | - | 11<br>78.6 | 21<br>91.3 | 46<br>95.8 | 33<br>89.2 | 21<br>100.0<br>Jl | 25<br>89.3 | 19<br>86.4 | 60<br>93.8 | 9<br>81.8 | 44<br>95.7 | 6<br>85.7 | 1<br>100.0 | 1<br>100.0 | 10<br>90.9 | 6<br>100.0 | 51<br>92.7 | 14<br>93.3 | 3<br>100.0<br>V | 42<br>93.3 | 37<br>90.2 |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.03 | - | 0.0 | 0.05 | 0.05 | - | 0.11 | 0.06 | 0.03 | 0.05 | 0.0 | 0.06 | 0.07 | 0.03 | 0.12 | 0.03 | 0.14 | 0.0 | 0.0 | 0.09 | 0.0 | 0.04 | 0.07 | 0.0 | 0.04 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_E

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Why are you satisfied with the energy-pricing program? CONVENIENT TIME SCHEDULE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 3<br>3.5 | - | - | - | 3<br>7.3 | - | - | - | 3<br>6.2 | 1<br>2.7 | 2<br>9.5 | - | - | 3<br>4.7 | - | 2<br>4.3 | - | - | - | - | 1<br>16.7 | 2<br>3.6 | - | - | 3<br>6.7 | - |
| No | 83<br>96.5 | - | 11<br>100.0<br>e | 34<br>100.0<br>e | 38<br>92.7 | - | 14<br>100.0<br>i | 23<br>100.0<br>i | 45<br>93.8 | 36<br>97.3 | 19<br>90.5 | 28<br>100.0 | 22<br>100.0 | 61<br>95.3 | 11<br>100.0 | 44<br>95.7 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 11<br>100.0 | 5<br>83.3 | 53<br>96.4 | 15<br>100.0 | 3<br>100.0 | 42<br>93.3 | 41<br>100.0<br>y |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.02 | - | 0.0 | 0.0 | 0.04 | - | 0.0 | 0.0 | 0.04 | 0.03 | 0.07 | 0.0 | 0.0 | 0.03 | 0.0 | 0.03 | 0.0 | 0.0 | 0.0 | 0.0 | 0.17 | 0.03 | 0.0 | 0.0 | 0.04 | 0.0 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_F

Idaho Power

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 86<br>100% | - | 11<br>100% | 34<br>100% | 41<br>100% | - | 14<br>100% | 23<br>100% | 48<br>100% | 37<br>100% | 21<br>100% | 28<br>100% | 22<br>100% | 64<br>100% | 11<br>100% | 46<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 11<br>100% | 6<br>100% | 55<br>100% | 15<br>100% | 3<br>100% | 45<br>100% | 41<br>100% |
| Yes | 27<br>31.4 | - | 3<br>27.3 | 14<br>41.2 | 10<br>24.4 | - | 6<br>42.9 | 6<br>26.1 | 15<br>31.2 | 10<br>27.0 | 7<br>33.3 | 10<br>35.7 | 7<br>31.8 | 20<br>31.2 | 2<br>18.2 | 19<br>41.3<br>o | - | - | - | 3<br>27.3 | 1<br>16.7 | 13<br>23.6 | 9<br>60.0<br>V | 1<br>33.3 | 12<br>26.7 | 15<br>36.6 |
| No | 59<br>68.6 | - | 8<br>72.7 | 20<br>58.8 | 31<br>75.6 | - | 8<br>57.1 | 17<br>73.9 | 33<br>68.8 | 27<br>73.0 | 14<br>66.7 | 18<br>64.3 | 15<br>68.2 | 44<br>68.8 | 9<br>81.8<br>p | 27<br>58.7 | 7<br>100.0<br>PT | 1<br>100.0<br>PT | 1<br>100.0<br>PT | 8<br>72.7 | 5<br>83.3 | 42<br>76.4<br>W | 6<br>40.0 | 2<br>66.7 | 33<br>73.3 | 26<br>63.4 |
| NO ANSWER | 16 | - | 5 | 4 | 7 | - | 4 | 5 | 7 | 5 | 5 | 6 | 5 | 11 | 1 | 7 | - | - | 1 | 3 | 3 | 2 | 7 | 2 | 11 | 5 |
| STANDARD ERROR | 0.05 | - | 0.14 | 0.09 | 0.07 | - | 0.14 | 0.09 | 0.07 | 0.07 | 0.11 | 0.09 | 0.10 | 0.06 | 0.12 | 0.07 | 0.0 | 0.0 | 0.0 | 0.14 | 0.17 | 0.06 | 0.13 | 0.33 | 0.07 | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q025M

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Did you change the way you use electricity in your home as a result of participating in this program?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 100<br>100% | - | 16<br>100% | 38<br>100% | 46<br>100% | - | 18<br>100% | 28<br>100% | 54<br>100% | 40<br>100% | 26<br>100% | 34<br>100% | 26<br>100% | 74<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 13<br>100% | 9<br>100% | 56<br>100% | 22<br>100% | 4<br>100% | 55<br>100% | 45<br>100% |
| Yes | 79<br>79.0 | - | 14<br>87.5 | 31<br>81.6 | 34<br>73.9 | - | 16<br>88.9<br>i | 25<br>89.3<br>I | 38<br>70.4 | 32<br>80.0 | 20<br>76.9 | 27<br>79.4 | 18<br>69.2 | 61<br>82.4 | 11<br>91.7<br>p | 39<br>73.6 | 7<br>100.0<br>PT | 1<br>100.0<br>PT | 2<br>100.0<br>PT | 9<br>69.2 | 7<br>77.8 | 47<br>83.9 | 18<br>81.8 | 3<br>75.0 | 41<br>74.5 | 38<br>84.4 |
| No | 21<br>21.0 | - | 2<br>12.5 | 7<br>18.4 | 12<br>26.1 | - | 2<br>11.1 | 3<br>10.7 | 16<br>29.6<br>gH | 8<br>20.0 | 6<br>23.1 | 7<br>20.6 | 8<br>30.8 | 13<br>17.6 | 1<br>8.3 | 14<br>26.4<br>o | - | - | - | 4<br>30.8 | 2<br>22.2 | 9<br>16.1 | 4<br>18.2 | 1<br>25.0 | 14<br>25.5 | 7<br>15.6 |
| NO ANSWER | 2<br>2.0 | - | - | - | 2<br>4.3 | - | - | - | 1<br>1.9 | 2<br>5.0 | - | - | 1<br>3.8 | 1<br>1.4 | - | - | - | - | - | 1<br>7.7 | - | 1<br>1.8 | - | 1<br>25.0 | 1<br>1.8 | 1<br>2.2 |
| STANDARD ERROR | 0.09 | - | 0.09 | 0.06 | 0.18 | - | 0.08 | 0.06 | 0.12 | 0.20 | 0.08 | 0.07 | 0.23 | 0.09 | 0.08 | 0.06 | 0.0 | 0.0 | 0.0 | 0.42 | 0.15 | 0.11 | 0.08 | 1.17 | 0.12 | 0.14 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_A

Idaho Power

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? DID LAUNDRY AT NIGHT OR ON WEEKENDS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 48<br>60.8 | - | 7<br>50.0 | 21<br>67.7 | 20<br>58.8 | - | 11<br>68.8 | 12<br>48.0 | 25<br>65.8 | 20<br>62.5 | 12<br>60.0 | 16<br>59.3 | 9<br>50.0 | 39<br>63.9 | 9<br>81.8<br>Q | 26<br>66.7<br>Q | 1<br>14.3 | 1<br>100.0<br>PQTU | 1<br>50.0 | 5<br>55.6<br>q | 4<br>57.1<br>q | 31<br>66.0<br>W | 7<br>38.9 | 2<br>66.7 | 36<br>87.8<br>Z | 12<br>31.6 |
| No | 31<br>39.2 | - | 7<br>50.0 | 10<br>32.3 | 14<br>41.2 | - | 5<br>31.2 | 13<br>52.0 | 13<br>34.2 | 12<br>37.5 | 8<br>40.0 | 11<br>40.7 | 9<br>50.0 | 22<br>36.1 | 2<br>18.2 | 13<br>33.3 | 6<br>85.7<br>OPtu | - | 1<br>50.0 | 4<br>44.4 | 3<br>42.9 | 16<br>34.0 | 11<br>61.1<br>V | 1<br>33.3 | 5<br>12.2 | 26<br>68.4<br>Y |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.06 | - | 0.14 | 0.09 | 0.09 | - | 0.12 | 0.10 | 0.08 | 0.09 | 0.11 | 0.10 | 0.12 | 0.06 | 0.12 | 0.08 | 0.14 | 0.0 | 0.50 | 0.18 | 0.20 | 0.07 | 0.12 | 0.33 | 0.05 | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_B

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? WASHED DISHES AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 30<br>38.0 | - | 3<br>21.4 | 13<br>41.9 | 14<br>41.2 | - | 7<br>43.8 | 7<br>28.0 | 16<br>42.1 | 14<br>43.8 | 7<br>35.0 | 9<br>33.3 | 6<br>33.3 | 24<br>39.3 | 6<br>54.5<br>Q | 16<br>41.0<br>q | 1<br>14.3 | - | - | 2<br>22.2 | 4<br>57.1<br>q | 17<br>36.2 | 5<br>27.8 | 2<br>66.7 | 26<br>63.4<br>Z | 4<br>10.5 |
| No | 49<br>62.0 | - | 11<br>78.6 | 18<br>58.1 | 20<br>58.8 | - | 9<br>56.2 | 18<br>72.0 | 22<br>57.9 | 18<br>56.2 | 13<br>65.0 | 18<br>66.7 | 12<br>66.7 | 37<br>60.7 | 5<br>45.5 | 23<br>59.0 | 6<br>85.7<br>Opu | 1<br>100.0<br>OPU | 2<br>100.0<br>OPU | 7<br>77.8 | 3<br>42.9 | 30<br>63.8 | 13<br>72.2 | 1<br>33.3 | 15<br>36.6 | 34<br>89.5<br>Y |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.05 | - | 0.11 | 0.09 | 0.09 | - | 0.13 | 0.09 | 0.08 | 0.09 | 0.11 | 0.09 | 0.11 | 0.06 | 0.16 | 0.08 | 0.14 | 0.0 | 0.0 | 0.15 | 0.20 | 0.07 | 0.11 | 0.33 | 0.08 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_C

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? ADJUSTEDHOUSEHOLD TEMPERATURE/COMFORT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 15<br>19.0 | - | 4<br>28.6 | 4<br>12.9 | 7<br>20.6 | - | 2<br>12.5 | 6<br>24.0 | 7<br>18.4 | 6<br>18.8 | 6<br>30.0 | 3<br>11.1 | 6<br>33.3<br>l | 9<br>14.8 | 4<br>36.4 | 10<br>25.6 | 1<br>14.3 | - | - | - | - | 10<br>21.3 | 3<br>16.7 | 1<br>33.3 | 8<br>19.5 | 7<br>18.4 |
| No | 64<br>81.0 | - | 10<br>71.4 | 27<br>87.1 | 27<br>79.4 | - | 14<br>87.5 | 19<br>76.0 | 31<br>81.6 | 26<br>81.2 | 14<br>70.0 | 24<br>88.9<br>m | 12<br>66.7 | 52<br>85.2 | 7<br>63.6 | 29<br>74.4 | 6<br>85.7 | 1<br>100.0<br>OP | 2<br>100.0<br>OP | 9<br>100.0<br>OP | 7<br>100.0<br>OP | 37<br>78.7 | 15<br>83.3 | 2<br>66.7 | 33<br>80.5 | 31<br>81.6 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.06 | 0.07 | - | 0.09 | 0.09 | 0.06 | 0.07 | 0.11 | 0.06 | 0.11 | 0.05 | 0.15 | 0.07 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.09 | 0.33 | 0.06 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_D

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? DID COOKING LATER IN DAY OR EARLIER IN MORNING

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 14<br>17.7 | - | 2<br>14.3 | 6<br>19.4 | 6<br>17.6 | - | 3<br>18.8 | 2<br>8.0 | 9<br>23.7<br>h | 5<br>15.6 | 4<br>20.0 | 5<br>18.5 | 2<br>11.1 | 12<br>19.7 | 3<br>27.3 | 8<br>20.5 | 1<br>14.3 | - | 1<br>50.0 | 1<br>11.1 | - | 12<br>25.5<br>W | 1<br>5.6 | - | 9<br>22.0 | 5<br>13.2 |
| No | 65<br>82.3 | - | 12<br>85.7 | 25<br>80.6 | 28<br>82.4 | - | 13<br>81.2 | 23<br>92.0<br>i | 29<br>76.3 | 27<br>84.4 | 16<br>80.0 | 22<br>81.5 | 16<br>88.9 | 49<br>80.3 | 8<br>72.7 | 31<br>79.5 | 6<br>85.7 | 1<br>100.0<br>OP | 1<br>50.0 | 8<br>88.9 | 7<br>100.0<br>OP | 35<br>74.5 | 17<br>94.4<br>V | 3<br>100.0<br>V | 32<br>78.0 | 33<br>86.8 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.07 | 0.07 | - | 0.10 | 0.06 | 0.07 | 0.07 | 0.09 | 0.08 | 0.08 | 0.05 | 0.14 | 0.07 | 0.14 | 0.0 | 0.50 | 0.11 | 0.0 | 0.06 | 0.06 | 0.0 | 0.07 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_E

Idaho Power

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? USED MICROWAVEMORE

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Program Change in bill | | | Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 10<br>12.7 | - | 2<br>14.3 | 3<br>9.7 | 5<br>14.7 | - | 3<br>18.8 | 1<br>4.0 | 6<br>15.8<br>h | 5<br>15.6 | 1<br>5.0 | 4<br>14.8 | 2<br>11.1 | 8<br>13.1 | 4<br>36.4<br>P | 3<br>7.7 | 1<br>14.3 | - | - | 1<br>11.1 | - | 7<br>14.9 | - | - | 7<br>17.1 | 3<br>7.9 |
| No | 69<br>87.3 | - | 12<br>85.7 | 28<br>90.3 | 29<br>85.3 | - | 13<br>81.2 | 24<br>96.0<br>i | 32<br>84.2 | 27<br>84.4 | 19<br>95.0 | 23<br>85.2 | 16<br>88.9 | 53<br>86.9 | 7<br>63.6 | 36<br>92.3<br>o | 6<br>85.7 | 1<br>100.0<br>Op | 2<br>100.0<br>Op | 8<br>88.9 | 7<br>100.0<br>Op | 40<br>85.1 | 18<br>100.0<br>V | 3<br>100.0<br>V | 34<br>82.9 | 35<br>92.1 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.05 | 0.06 | - | 0.10 | 0.04 | 0.06 | 0.07 | 0.05 | 0.07 | 0.08 | 0.04 | 0.15 | 0.04 | 0.14 | 0.0 | 0.0 | 0.11 | 0.0 | 0.05 | 0.0 | 0.0 | 0.06 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_F

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? USED OUTDOORGRILL MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 13<br>16.5 | - | 4<br>28.6 | 5<br>16.1 | 4<br>11.8 | - | 3<br>18.8 | 5<br>20.0 | 5<br>13.2 | 4<br>12.5 | 4<br>20.0 | 5<br>18.5 | 3<br>16.7 | 10<br>16.4 | 4<br>36.4 | 8<br>20.5 | 1<br>14.3 | - | - | - | - | 9<br>19.1 | 2<br>11.1 | - | 7<br>17.1 | 6<br>15.8 |
| No | 66<br>83.5 | - | 10<br>71.4 | 26<br>83.9 | 30<br>88.2 | - | 13<br>81.2 | 20<br>80.0 | 33<br>86.8 | 28<br>87.5 | 16<br>80.0 | 22<br>81.5 | 15<br>83.3 | 51<br>83.6 | 7<br>63.6 | 31<br>79.5 | 6<br>85.7 | 1<br>100.0<br>OP | 2<br>100.0<br>OP | 9<br>100.0<br>OP | 7<br>100.0<br>OP | 38<br>80.9 | 16<br>88.9 | 3<br>100.0<br>V | 34<br>82.9 | 32<br>84.2 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.07 | 0.06 | - | 0.10 | 0.08 | 0.06 | 0.06 | 0.09 | 0.08 | 0.09 | 0.05 | 0.15 | 0.07 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.08 | 0.0 | 0.06 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_G

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? REDUCED SHOWERING TIMES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 11<br>13.9 | - | 2<br>14.3 | 4<br>12.9 | 5<br>14.7 | - | 2<br>12.5 | 3<br>12.0 | 6<br>15.8 | 4<br>12.5 | 2<br>10.0 | 5<br>18.5 | 2<br>11.1 | 9<br>14.8 | 4<br>36.4<br>P | 4<br>10.3 | 2<br>28.6 | - | - | - | - | 10<br>21.3 | - | - | 7<br>17.1 | 4<br>10.5 |
| No | 68<br>86.1 | - | 12<br>85.7 | 27<br>87.1 | 29<br>85.3 | - | 14<br>87.5 | 22<br>88.0 | 32<br>84.2 | 28<br>87.5 | 18<br>90.0 | 22<br>81.5 | 16<br>88.9 | 52<br>85.2 | 7<br>63.6 | 35<br>89.7<br>o | 5<br>71.4 | 1<br>100.0<br>OPq | 2<br>100.0<br>OPq | 9<br>100.0<br>OPq | 7<br>100.0<br>OPq | 37<br>78.7 | 18<br>100.0<br>V | 3<br>100.0<br>V | 34<br>82.9 | 34<br>89.5 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.06 | 0.06 | - | 0.09 | 0.07 | 0.06 | 0.06 | 0.07 | 0.08 | 0.08 | 0.05 | 0.15 | 0.05 | 0.18 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.0 | 0.0 | 0.06 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_H

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? REDUCED AMOUNT OF WATER FOR BATHING

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 12<br>15.2 | - | 3<br>21.4 | 3<br>9.7 | 6<br>17.6 | - | 3<br>18.8 | 3<br>12.0 | 6<br>15.8 | 4<br>12.5 | 3<br>15.0 | 5<br>18.5 | 3<br>16.7 | 9<br>14.8 | 3<br>27.3 | 7<br>17.9 | 1<br>14.3 | - | - | - | - | 9<br>19.1<br>w | 1<br>5.6 | - | 9<br>22.0<br>z | 3<br>7.9 |
| No | 67<br>84.8 | - | 11<br>78.6 | 28<br>90.3 | 28<br>82.4 | - | 13<br>81.2 | 22<br>88.0 | 32<br>84.2 | 28<br>87.5 | 17<br>85.0 | 22<br>81.5 | 15<br>83.3 | 52<br>85.2 | 8<br>72.7 | 32<br>82.1 | 6<br>85.7 | 1<br>100.0<br>OP | 2<br>100.0<br>OP | 9<br>100.0<br>OP | 7<br>100.0<br>OP | 38<br>80.9 | 17<br>94.4<br>v | 3<br>100.0<br>V | 32<br>78.0 | 35<br>92.1<br>y |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.11 | 0.05 | 0.07 | - | 0.10 | 0.07 | 0.06 | 0.06 | 0.08 | 0.08 | 0.09 | 0.05 | 0.14 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.06 | 0.0 | 0.07 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_I

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? TURNED DOWNWATER HEATER TEMPERATURE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 7<br>8.9 | - | 1<br>7.1 | 2<br>6.5 | 4<br>11.8 | - | 3<br>18.8 | 2<br>8.0 | 2<br>5.3 | 3<br>9.4 | 2<br>10.0 | 2<br>7.4 | 1<br>5.6 | 6<br>9.8 | 1<br>9.1 | 5<br>12.8 | 1<br>14.3 | - | - | - | - | 5<br>10.6 | - | - | 5<br>12.2 | 2<br>5.3 |
| No | 72<br>91.1 | - | 13<br>92.9 | 29<br>93.5 | 30<br>88.2 | - | 13<br>81.2 | 23<br>92.0 | 36<br>94.7 | 29<br>90.6 | 18<br>90.0 | 25<br>92.6 | 17<br>94.4 | 55<br>90.2 | 10<br>90.9 | 34<br>87.2 | 6<br>85.7 | 1<br>100.0<br>P | 2<br>100.0<br>P | 9<br>100.0<br>P | 7<br>100.0<br>P | 42<br>89.4 | 18<br>100.0<br>V | 3<br>100.0<br>V | 36<br>87.8 | 36<br>94.7 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.03 | - | 0.07 | 0.04 | 0.06 | - | 0.10 | 0.06 | 0.04 | 0.05 | 0.07 | 0.05 | 0.06 | 0.04 | 0.09 | 0.05 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.05 | 0.0 | 0.0 | 0.05 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_J

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? TURNED POWER OFF AT BREAKER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 1<br>1.3 | - | 1<br>7.1 | - | - | - | - | 1<br>4.0 | - | - | - | 1<br>3.7 | - | 1<br>1.6 | 1<br>9.1 | - | - | - | - | - | - | 1<br>2.1 | - | - | - | 1<br>2.6 |
| No | 78<br>98.7 | - | 13<br>92.9 | 31<br>100.0 | 34<br>100.0 | - | 16<br>100.0 | 24<br>96.0 | 38<br>100.0 | 32<br>100.0 | 20<br>100.0 | 26<br>96.3 | 18<br>100.0 | 60<br>98.4 | 10<br>90.9 | 39<br>100.0 | 7<br>100.0 | 1<br>100.0 | 2<br>100.0 | 9<br>100.0 | 7<br>100.0 | 46<br>97.9 | 18<br>100.0 | 3<br>100.0 | 41<br>100.0 | 37<br>97.4 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.01 | - | 0.07 | 0.0 | 0.0 | - | 0.0 | 0.04 | 0.0 | 0.0 | 0.0 | 0.04 | 0.0 | 0.02 | 0.09 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.02 | 0.0 | 0.0 | 0.0 | 0.03 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_K

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? LEFT HOME DURING PEAK TIMES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 13<br>16.5 | - | 5<br>35.7<br>E | 5<br>16.1 | 3<br>8.8 | - | 2<br>12.5 | 5<br>20.0 | 6<br>15.8 | 3<br>9.4 | 5<br>25.0 | 5<br>18.5 | 3<br>16.7 | 10<br>16.4 | 2<br>18.2 | 7<br>17.9 | 2<br>28.6 | 1<br>100.0<br>OPQT | - | 1<br>11.1 | - | 9<br>19.1 | 3<br>16.7 | - | 6<br>14.6 | 7<br>18.4 |
| No | 66<br>83.5 | - | 9<br>64.3 | 26<br>83.9 | 31<br>91.2<br>C | - | 14<br>87.5 | 20<br>80.0 | 32<br>84.2 | 29<br>90.6 | 15<br>75.0 | 22<br>81.5 | 15<br>83.3 | 51<br>83.6 | 9<br>81.8 | 32<br>82.1 | 5<br>71.4 | - | 2<br>100.0<br>Pq | 8<br>88.9 | 7<br>100.0<br>Pq | 38<br>80.9 | 15<br>83.3 | 3<br>100.0<br>Vw | 35<br>85.4 | 31<br>81.6 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.07 | 0.05 | - | 0.09 | 0.08 | 0.06 | 0.05 | 0.10 | 0.08 | 0.09 | 0.05 | 0.12 | 0.06 | 0.18 | 0.0 | 0.0 | 0.11 | 0.0 | 0.06 | 0.09 | 0.0 | 0.06 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_L

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? TURNED LIGHTS OFF MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 24<br>30.4 | - | 7<br>50.0 | 8<br>25.8 | 9<br>26.5 | - | 2<br>12.5 | 9<br>36.0<br>g | 13<br>34.2<br>g | 8<br>25.0 | 6<br>30.0 | 10<br>37.0 | 3<br>16.7 | 21<br>34.4 | 5<br>45.5 | 14<br>35.9 | 2<br>28.6 | - | - | 2<br>22.2 | - | 19<br>40.4<br>W | 2<br>11.1 | - | 15<br>36.6 | 9<br>23.7 |
| No | 55<br>69.6 | - | 7<br>50.0 | 23<br>74.2 | 25<br>73.5 | - | 14<br>87.5<br>hi | 16<br>64.0 | 25<br>65.8 | 24<br>75.0 | 14<br>70.0 | 17<br>63.0 | 15<br>83.3 | 40<br>65.6 | 6<br>54.5 | 25<br>64.1 | 5<br>71.4 | 1<br>100.0<br>OPq | 2<br>100.0<br>OPq | 7<br>77.8 | 7<br>100.0<br>OPq | 28<br>59.6 | 16<br>88.9<br>V | 3<br>100.0<br>V | 26<br>63.4 | 29<br>76.3 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.05 | - | 0.14 | 0.08 | 0.08 | - | 0.09 | 0.10 | 0.08 | 0.08 | 0.11 | 0.09 | 0.09 | 0.06 | 0.16 | 0.08 | 0.18 | 0.0 | 0.0 | 0.15 | 0.0 | 0.07 | 0.08 | 0.0 | 0.08 | 0.07 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_M

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? WATCHED LESS TV

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 14<br>17.7 | - | 5<br>35.7 | 4<br>12.9 | 5<br>14.7 | - | 3<br>18.8 | 6<br>24.0 | 5<br>13.2 | 6<br>18.8 | 4<br>20.0 | 4<br>14.8 | 3<br>16.7 | 11<br>18.0 | 2<br>18.2 | 10<br>25.6 | 1<br>14.3 | - | 1<br>50.0 | - | - | 8<br>17.0 | 4<br>22.2 | 1<br>33.3 | 7<br>17.1 | 7<br>18.4 |
| No | 65<br>82.3 | - | 9<br>64.3 | 27<br>87.1 | 29<br>85.3 | - | 13<br>81.2 | 19<br>76.0 | 33<br>86.8 | 26<br>81.2 | 16<br>80.0 | 23<br>85.2 | 15<br>83.3 | 50<br>82.0 | 9<br>81.8 | 29<br>74.4 | 6<br>85.7 | 1<br>100.0<br>P | 1<br>50.0 | 9<br>100.0<br>P | 7<br>100.0<br>P | 39<br>83.0 | 14<br>77.8 | 2<br>66.7 | 34<br>82.9 | 31<br>81.6 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.06 | 0.06 | - | 0.10 | 0.09 | 0.06 | 0.07 | 0.09 | 0.07 | 0.09 | 0.05 | 0.12 | 0.07 | 0.14 | 0.0 | 0.50 | 0.0 | 0.0 | 0.06 | 0.10 | 0.33 | 0.06 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_N

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? TURNED OFF COMPUTER WHEN NOT IN USE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 13<br>16.5 | - | 4<br>28.6 | 5<br>16.1 | 4<br>11.8 | - | 2<br>12.5 | 5<br>20.0 | 6<br>15.8 | 6<br>18.8 | 4<br>20.0 | 3<br>11.1 | 2<br>11.1 | 11<br>18.0 | 4<br>36.4 | 6<br>15.4 | 1<br>14.3 | 1<br>100.0<br>OPQ | - | - | - | 11<br>23.4 | - | - | 8<br>19.5 | 5<br>13.2 |
| No | 66<br>83.5 | - | 10<br>71.4 | 26<br>83.9 | 30<br>88.2 | - | 14<br>87.5 | 20<br>80.0 | 32<br>84.2 | 26<br>81.2 | 16<br>80.0 | 24<br>88.9 | 16<br>88.9 | 50<br>82.0 | 7<br>63.6 | 33<br>84.6 | 6<br>85.7 | - | 2<br>100.0<br>OP | 9<br>100.0<br>OP | 7<br>100.0<br>OP | 36<br>76.6 | 18<br>100.0<br>V | 3<br>100.0<br>V | 33<br>80.5 | 33<br>86.8 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.07 | 0.06 | - | 0.09 | 0.08 | 0.06 | 0.07 | 0.09 | 0.06 | 0.08 | 0.05 | 0.15 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.0 | 0.0 | 0.06 | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_P

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? TURNED AIRCONDITIONER OFF/DOWN

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 6<br>7.6 | - | 1<br>7.1 | 1<br>3.2 | 4<br>11.8 | - | - | 3<br>12.0 | 3<br>7.9 | 4<br>12.5 | 1<br>5.0 | 1<br>3.7 | 2<br>11.1 | 4<br>6.6 | 1<br>9.1 | 3<br>7.7 | - | - | - | - | 2<br>28.6 | 3<br>6.4 | 2<br>11.1 | - | 3<br>7.3 | 3<br>7.9 |
| No | 73<br>92.4 | - | 13<br>92.9 | 30<br>96.8 | 30<br>88.2 | - | 16<br>100.0<br>hi | 22<br>88.0 | 35<br>92.1 | 28<br>87.5 | 19<br>95.0 | 26<br>96.3 | 16<br>88.9 | 57<br>93.4 | 10<br>90.9 | 36<br>92.3 | 7<br>100.0<br>pu | 1<br>100.0<br>pu | 2<br>100.0<br>pu | 9<br>100.0<br>pu | 5<br>71.4 | 44<br>93.6 | 16<br>88.9 | 3<br>100.0<br>v | 38<br>92.7 | 35<br>92.1 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.03 | - | 0.07 | 0.03 | 0.06 | - | 0.0 | 0.07 | 0.04 | 0.06 | 0.05 | 0.04 | 0.08 | 0.03 | 0.09 | 0.04 | 0.0 | 0.0 | 0.0 | 0.0 | 0.18 | 0.04 | 0.08 | 0.0 | 0.04 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_Q

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? SWITCHED TO ENERGY SAVING LIGHT BULBS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 3<br>3.8 | - | 1<br>7.1 | 2<br>6.5 | - | - | 1<br>6.2 | 1<br>4.0 | 1<br>2.6 | - | 2<br>10.0 | 1<br>3.7 | - | 3<br>4.9 | - | 2<br>5.1 | - | - | - | 1<br>11.1 | - | 2<br>4.3 | 1<br>5.6 | - | - | 3<br>7.9 |
| No | 76<br>96.2 | - | 13<br>92.9 | 29<br>93.5 | 34<br>100.0 | - | 15<br>93.8 | 24<br>96.0 | 37<br>97.4 | 32<br>100.0 | 18<br>90.0 | 26<br>96.3 | 18<br>100.0 | 58<br>95.1 | 11<br>100.0 | 37<br>94.9 | 7<br>100.0 | 1<br>100.0 | 2<br>100.0 | 8<br>88.9 | 7<br>100.0 | 45<br>95.7 | 17<br>94.4 | 3<br>100.0 | 41<br>100.0<br>z | 35<br>92.1 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.02 | - | 0.07 | 0.04 | 0.0 | - | 0.06 | 0.04 | 0.03 | 0.0 | 0.07 | 0.04 | 0.0 | 0.03 | 0.0 | 0.04 | 0.0 | 0.0 | 0.0 | 0.11 | 0.0 | 0.03 | 0.06 | 0.0 | 0.0 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_R

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? REDUCED USE OF WASHER/DRYER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 2<br>2.5 | - | - | 2<br>6.5 | - | - | - | 1<br>4.0 | 1<br>2.6 | - | - | 2<br>7.4 | - | 2<br>3.3 | - | 1<br>2.6 | 1<br>14.3 | - | - | - | - | 2<br>4.3 | - | - | - | 2<br>5.3 |
| No | 77<br>97.5 | - | 14<br>100.0 | 29<br>93.5 | 34<br>100.0 | - | 16<br>100.0 | 24<br>96.0 | 37<br>97.4 | 32<br>100.0 | 20<br>100.0 | 25<br>92.6 | 18<br>100.0 | 59<br>96.7 | 11<br>100.0 | 38<br>97.4 | 6<br>85.7 | 1<br>100.0 | 2<br>100.0 | 9<br>100.0 | 7<br>100.0 | 45<br>95.7 | 18<br>100.0 | 3<br>100.0 | 41<br>100.0 | 36<br>94.7 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.02 | - | 0.0 | 0.04 | 0.0 | - | 0.0 | 0.04 | 0.03 | 0.0 | 0.0 | 0.05 | 0.0 | 0.02 | 0.0 | 0.03 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.03 | 0.0 | 0.0 | 0.0 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_S

Idaho Power

Idaho Power Emmett Study Year 2- Participants

What changes did you make in the way you use electricity as a result of participating in this program? SHOWERED/BATHED LATER AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 2<br>2.5 | - | 1<br>7.1 | - | 1<br>2.9 | - | 1<br>6.2 | 1<br>4.0 | - | 2<br>6.2 | - | - | 2<br>11.1 | - | - | - | - | - | - | 1<br>11.1 | 1<br>14.3 | 2<br>4.3 | - | - | 2<br>4.9 | - |
| No | 77<br>97.5 | - | 13<br>92.9 | 31<br>100.0 | 33<br>97.1 | - | 15<br>93.8 | 24<br>96.0 | 38<br>100.0 | 30<br>93.8 | 20<br>100.0 | 27<br>100.0 | 16<br>88.9 | 61<br>100.0 | 11<br>100.0 | 39<br>100.0 | 7<br>100.0 | 1<br>100.0 | 2<br>100.0 | 8<br>88.9 | 6<br>85.7 | 45<br>95.7 | 18<br>100.0 | 3<br>100.0 | 39<br>95.1 | 38<br>100.0 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.02 | - | 0.07 | 0.0 | 0.03 | - | 0.06 | 0.04 | 0.0 | 0.04 | 0.0 | 0.0 | 0.08 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.11 | 0.14 | 0.03 | 0.0 | 0.0 | 0.03 | 0.0 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_T

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? REDUCED OVERALL POWER USAGE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| TOTAL | 79<br>100.0 | - | 14<br>100.0 | 31<br>100.0 | 34<br>100.0 | - | 16<br>100.0 | 25<br>100.0 | 38<br>100.0 | 32<br>100.0 | 20<br>100.0 | 27<br>100.0 | 18<br>100.0 | 61<br>100.0 | 11<br>100.0 | 39<br>100.0 | 7<br>100.0 | 1<br>100.0 | 2<br>100.0 | 9<br>100.0 | 7<br>100.0 | 47<br>100.0 | 18<br>100.0 | 3<br>100.0 | 41<br>100.0 | 38<br>100.0 |
| Yes | 8<br>10.1 | - | 3<br>21.4 | 4<br>12.9 | 1<br>2.9 | - | - | 6<br>24.0<br>I | 2<br>5.3 | 1<br>3.1 | 3<br>15.0 | 4<br>14.8 | 2<br>11.1 | 6<br>9.8 | 1<br>9.1 | 1<br>2.6 | 4<br>57.1<br>OPTu | - | - | 1<br>11.1 | 1<br>14.3 | 6<br>12.8 | 2<br>11.1 | - | - | 8<br>21.1 |
| No | 71<br>89.9 | - | 11<br>78.6 | 27<br>87.1 | 33<br>97.1 | - | 16<br>100.0<br>H | 19<br>76.0 | 36<br>94.7<br>H | 31<br>96.9 | 17<br>85.0 | 23<br>85.2 | 16<br>88.9 | 55<br>90.2 | 10<br>90.9<br>Q | 38<br>97.4<br>Q | 3<br>42.9 | 1<br>100.0<br>Q | 2<br>100.0<br>Q | 8<br>88.9<br>Q | 6<br>85.7<br>q | 41<br>87.2 | 16<br>88.9 | 3<br>100.0<br>V | 41<br>100.0<br>Z | 30<br>78.9 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.02 | - | 0.06 | 0.03 | 0.01 | - | 0.0 | 0.05 | 0.02 | 0.02 | 0.04 | 0.04 | 0.04 | 0.02 | 0.05 | 0.01 | 0.13 | 0.0 | 0.0 | 0.06 | 0.07 | 0.03 | 0.04 | 0.0 | 0.0 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_U

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? ALTERED COOKING HABITS/AMOUNTS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 2<br>2.5 | - | 1<br>7.1 | 1<br>3.2 | - | - | 2<br>12.5 | - | - | 2<br>6.2 | - | - | - | 2<br>3.3 | - | 1<br>2.6 | - | - | 1<br>50.0 | - | - | - | 2<br>11.1 | - | - | 2<br>5.3 |
| No | 77<br>97.5 | - | 13<br>92.9 | 30<br>96.8 | 34<br>100.0 | - | 14<br>87.5 | 25<br>100.0 | 38<br>100.0 | 30<br>93.8 | 20<br>100.0 | 27<br>100.0 | 18<br>100.0 | 59<br>96.7 | 11<br>100.0 | 38<br>97.4 | 7<br>100.0 | 1<br>100.0 | 1<br>50.0 | 9<br>100.0 | 7<br>100.0 | 47<br>100.0 | 16<br>88.9 | 3<br>100.0 | 41<br>100.0 | 36<br>94.7 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.02 | - | 0.07 | 0.03 | 0.0 | - | 0.09 | 0.0 | 0.0 | 0.04 | 0.0 | 0.0 | 0.0 | 0.02 | 0.0 | 0.03 | 0.0 | 0.0 | 0.50 | 0.0 | 0.0 | 0.0 | 0.08 | 0.0 | 0.0 | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_V

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What changes did you make in the way you use electricity as a result of participating in this program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 79<br>100% | - | 14<br>100% | 31<br>100% | 34<br>100% | - | 16<br>100% | 25<br>100% | 38<br>100% | 32<br>100% | 20<br>100% | 27<br>100% | 18<br>100% | 61<br>100% | 11<br>100% | 39<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 9<br>100% | 7<br>100% | 47<br>100% | 18<br>100% | 3<br>100% | 41<br>100% | 38<br>100% |
| Yes | 6<br>7.6 | - | 1<br>7.1 | 2<br>6.5 | 3<br>8.8 | - | 2<br>12.5 | 1<br>4.0 | 3<br>7.9 | 2<br>6.2 | 2<br>10.0 | 2<br>7.4 | 2<br>11.1 | 4<br>6.6 | - | 1<br>2.6 | - | - | - | 2<br>22.2 | 2<br>28.6 | 1<br>2.1 | 2<br>11.1 | 1<br>33.3 | 2<br>4.9 | 4<br>10.5 |
| No | 73<br>92.4 | - | 13<br>92.9 | 29<br>93.5 | 31<br>91.2 | - | 14<br>87.5 | 24<br>96.0 | 35<br>92.1 | 30<br>93.8 | 18<br>90.0 | 25<br>92.6 | 16<br>88.9 | 57<br>93.4 | 11<br>100.0<br>u | 38<br>97.4 | 7<br>100.0<br>u | 1<br>100.0<br>u | 2<br>100.0<br>u | 7<br>77.8 | 5<br>71.4 | 46<br>97.9 | 16<br>88.9 | 2<br>66.7 | 39<br>95.1 | 34<br>89.5 |
| NO ANSWER | 23 | - | 2 | 7 | 14 | - | 2 | 3 | 17 | 10 | 6 | 7 | 9 | 14 | 1 | 14 | - | - | - | 5 | 2 | 10 | 4 | 2 | 15 | 8 |
| STANDARD ERROR | 0.03 | - | 0.07 | 0.04 | 0.05 | - | 0.09 | 0.04 | 0.04 | 0.04 | 0.07 | 0.05 | 0.08 | 0.03 | 0.0 | 0.03 | 0.0 | 0.0 | 0.0 | 0.15 | 0.18 | 0.02 | 0.08 | 0.33 | 0.03 | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q035M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
Do you have central air conditioning?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| Yes | 41<br>40.2 | - | 4<br>25.0 | 14<br>36.8 | 23<br>47.9<br>c | - | 9<br>50.0 | 9<br>32.1 | 23<br>41.8 | 20<br>47.6 | 9<br>34.6 | 12<br>35.3 | 11<br>40.7 | 30<br>40.0 | 4<br>33.3 | 22<br>41.5<br>q | 1<br>14.3 | - | 1<br>50.0 | 4<br>28.6 | 7<br>77.8<br>OPQT | 16<br>28.1 | 7<br>31.8 | 2<br>40.0 | 28<br>50.0<br>Z | 13<br>28.3 |
| No | 61<br>59.8 | - | 12<br>75.0<br>e | 24<br>63.2 | 25<br>52.1 | - | 9<br>50.0 | 19<br>67.9 | 32<br>58.2 | 22<br>52.4 | 17<br>65.4 | 22<br>64.7 | 16<br>59.3 | 45<br>60.0 | 8<br>66.7<br>U | 31<br>58.5<br>U | 6<br>85.7<br>pU | 1<br>100.0<br>OPTU | 1<br>50.0 | 10<br>71.4<br>U | 2<br>22.2 | 41<br>71.9 | 15<br>68.2 | 3<br>60.0 | 28<br>50.0 | 33<br>71.7<br>Y |
| STANDARD ERROR | 0.05 | - | 0.11 | 0.08 | 0.07 | - | 0.12 | 0.09 | 0.07 | 0.08 | 0.10 | 0.08 | 0.10 | 0.06 | 0.14 | 0.07 | 0.14 | 0.0 | 0.50 | 0.13 | 0.15 | 0.06 | 0.10 | 0.24 | 0.07 | 0.07 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q040M

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

Do you have features or devices on any of your home appliances that help you control the energy usage?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 94<br>100% | - | 15<br>100% | 36<br>100% | 43<br>100% | - | 18<br>100% | 26<br>100% | 49<br>100% | 37<br>100% | 24<br>100% | 33<br>100% | 26<br>100% | 68<br>100% | 11<br>100% | 50<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 7<br>100% | 54<br>100% | 18<br>100% | 4<br>100% | 52<br>100% | 42<br>100% |
| Yes | 24<br>25.5 | - | 2<br>13.3 | 13<br>36.1<br>c | 9<br>20.9 | - | 3<br>16.7 | 8<br>30.8 | 12<br>24.5 | 8<br>21.6 | 8<br>33.3 | 8<br>24.2 | 4<br>15.4 | 20<br>29.4 | 1<br>9.1 | 12<br>24.0 | 2<br>28.6 | - | 1<br>50.0 | 4<br>28.6 | 4<br>57.1<br>Op | 11<br>20.4 | 7<br>38.9 | 3<br>75.0<br>V | 10<br>19.2 | 14<br>33.3 |
| No | 70<br>74.5 | - | 13<br>86.7<br>d | 23<br>63.9 | 34<br>79.1 | - | 15<br>83.3 | 18<br>69.2 | 37<br>75.5 | 29<br>78.4 | 16<br>66.7 | 25<br>75.8 | 22<br>84.6 | 48<br>70.6 | 10<br>90.9<br>U | 38<br>76.0<br>u | 5<br>71.4 | 1<br>100.0<br>PqTU | 1<br>50.0 | 10<br>71.4 | 3<br>42.9 | 43<br>79.6<br>X | 11<br>61.1 | 1<br>25.0 | 42<br>80.8 | 28<br>66.7 |
| NO ANSWER | 8<br>8.5 | - | 1<br>6.7 | 2<br>5.6 | 5<br>11.6 | - | - | 2<br>7.7 | 6<br>12.2 | 5<br>13.5<br>l | 2<br>8.3 | 1<br>3.0 | 1<br>3.8 | 7<br>10.3 | 1<br>9.1 | 3<br>6.0 | - | - | - | - | 2<br>28.6 | 3<br>5.6 | 4<br>22.2 | 1<br>25.0 | 4<br>7.7 | 4<br>9.5 |
| STANDARD ERROR | 0.15 | - | 0.33 | 0.21 | 0.24 | - | 0.09 | 0.28 | 0.23 | 0.27 | 0.30 | 0.17 | 0.20 | 0.19 | 0.43 | 0.18 | 0.18 | 0.0 | 0.50 | 0.13 | 0.83 | 0.16 | 0.46 | 1.17 | 0.19 | 0.23 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_A

Idaho Power

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? SET-BACK/PROGRAMMABLE THERMOSTAT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 7<br>29.2 | - | 1<br>50.0 | 4<br>30.8 | 2<br>22.2 | - | - | 4<br>50.0 | 3<br>25.0 | - | 4<br>50.0 | 3<br>37.5 | 1<br>25.0 | 6<br>30.0 | - | 2<br>16.7 | 1<br>50.0 | - | - | 2<br>50.0 | 2<br>50.0 | 3<br>27.3 | 2<br>28.6 | 1<br>33.3 | 2<br>20.0 | 5<br>35.7 |
| No | 17<br>70.8 | - | 1<br>50.0 | 9<br>69.2 | 7<br>77.8 | - | 3<br>100.0<br>HI | 4<br>50.0 | 9<br>75.0 | 8<br>100.0<br>KL | 4<br>50.0 | 5<br>62.5 | 3<br>75.0 | 14<br>70.0 | 1<br>100.0<br>TU | 10<br>83.3 | 1<br>50.0 | - | 1<br>100.0<br>TU | 2<br>50.0 | 2<br>50.0 | 8<br>72.7 | 5<br>71.4 | 2<br>66.7 | 8<br>80.0 | 9<br>64.3 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.09 | - | 0.50 | 0.13 | 0.15 | - | 0.0 | 0.19 | 0.13 | 0.0 | 0.19 | 0.18 | 0.25 | 0.11 | 0.0 | 0.11 | 0.50 | - | 0.0 | 0.29 | 0.29 | 0.14 | 0.18 | 0.33 | 0.13 | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_B

Idaho Power

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? WATER HEATER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 6<br>25.0 | - | - | 5<br>38.5 | 1<br>11.1 | - | - | 4<br>50.0 | 2<br>16.7 | - | 1<br>12.5 | 5<br>62.5<br>K | 1<br>25.0 | 5<br>25.0 | - | 4<br>33.3 | 2<br>100.0<br>P | - | - | - | - | 4<br>36.4 | 1<br>14.3 | - | 2<br>20.0 | 4<br>28.6 |
| No | 18<br>75.0 | - | 2<br>100.0<br>D | 8<br>61.5 | 8<br>88.9 | - | 3<br>100.0<br>H | 4<br>50.0 | 10<br>83.3 | 8<br>100.0<br>L | 7<br>87.5<br>L | 3<br>37.5 | 3<br>75.0 | 15<br>75.0 | 1<br>100.0<br>P | 8<br>66.7 | - | - | 1<br>100.0<br>P | 4<br>100.0<br>P | 4<br>100.0<br>P | 7<br>63.6 | 6<br>85.7 | 3<br>100.0<br>V | 8<br>80.0 | 10<br>71.4 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.09 | - | 0.0 | 0.14 | 0.11 | - | 0.0 | 0.19 | 0.11 | 0.0 | 0.12 | 0.18 | 0.25 | 0.10 | 0.0 | 0.14 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.15 | 0.14 | 0.0 | 0.13 | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_C

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What type of control features or devices do you have installed in your home? DISHWASHER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 3<br>12.5 | - | - | 2<br>15.4 | 1<br>11.1 | - | - | 1<br>12.5 | 2<br>16.7 | 1<br>12.5 | 1<br>12.5 | 1<br>12.5 | - | 3<br>15.0 | - | 3<br>25.0 | - | - | - | - | - | 1<br>9.1 | 2<br>28.6 | - | 1<br>10.0 | 2<br>14.3 |
| No | 21<br>87.5 | - | 2<br>100.0 | 11<br>84.6 | 8<br>88.9 | - | 3<br>100.0 | 7<br>87.5 | 10<br>83.3 | 7<br>87.5 | 7<br>87.5 | 7<br>87.5 | 4<br>100.0 | 17<br>85.0 | 1<br>100.0<br>P | 9<br>75.0 | 2<br>100.0<br>P | - | 1<br>100.0<br>P | 4<br>100.0<br>P | 4<br>100.0<br>P | 10<br>90.9 | 5<br>71.4 | 3<br>100.0<br>w | 9<br>90.0 | 12<br>85.7 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.07 | - | 0.0 | 0.10 | 0.11 | - | 0.0 | 0.12 | 0.11 | 0.12 | 0.12 | 0.12 | 0.0 | 0.08 | 0.0 | 0.13 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.09 | 0.18 | 0.0 | 0.10 | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_D

Idaho Power

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? LIGHTING TIMERS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 3<br>12.5 | - | - | 3<br>23.1 | - | - | - | 2<br>25.0 | 1<br>8.3 | - | 1<br>12.5 | 2<br>25.0 | - | 3<br>15.0 | - | 2<br>16.7 | 1<br>50.0 | - | - | - | - | 2<br>18.2 | 1<br>14.3 | - | 1<br>10.0 | 2<br>14.3 |
| No | 21<br>87.5 | - | 2<br>100.0<br>D | 10<br>76.9 | 9<br>100.0<br>D | - | 3<br>100.0 | 6<br>75.0 | 11<br>91.7 | 8<br>100.0 | 7<br>87.5 | 6<br>75.0 | 4<br>100.0 | 17<br>85.0 | 1<br>100.0 | 10<br>83.3 | 1<br>50.0 | - | 1<br>100.0 | 4<br>100.0 | 4<br>100.0 | 9<br>81.8 | 6<br>85.7 | 3<br>100.0 | 9<br>90.0 | 12<br>85.7 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.07 | - | 0.0 | 0.12 | 0.0 | - | 0.0 | 0.16 | 0.08 | 0.0 | 0.12 | 0.16 | 0.0 | 0.08 | 0.0 | 0.11 | 0.50 | - | 0.0 | 0.0 | 0.0 | 0.12 | 0.14 | 0.0 | 0.10 | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_F

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What type of control features or devices do you have installed in your home? ENERGY STAR APPLIANCES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 4<br>16.7 | - | - | 2<br>15.4 | 2<br>22.2 | - | 1<br>33.3 | - | 3<br>25.0 | 2<br>25.0 | 2<br>25.0 | - | - | 4<br>20.0 | - | 2<br>16.7 | - | - | - | - | 2<br>50.0 | 2<br>18.2 | 1<br>14.3 | - | 2<br>20.0 | 2<br>14.3 |
| No | 20<br>83.3 | - | 2<br>100.0 | 11<br>84.6 | 7<br>77.8 | - | 2<br>66.7 | 8<br>100.0<br>I | 9<br>75.0 | 6<br>75.0 | 6<br>75.0 | 8<br>100.0 | 4<br>100.0 | 16<br>80.0 | 1<br>100.0<br>U | 10<br>83.3 | 2<br>100.0<br>U | - | 1<br>100.0<br>U | 4<br>100.0<br>U | 2<br>50.0 | 9<br>81.8 | 6<br>85.7 | 3<br>100.0 | 8<br>80.0 | 12<br>85.7 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.08 | - | 0.0 | 0.10 | 0.15 | - | 0.33 | 0.0 | 0.13 | 0.16 | 0.16 | 0.0 | 0.0 | 0.09 | 0.0 | 0.11 | 0.0 | - | 0.0 | 0.0 | 0.29 | 0.12 | 0.14 | 0.0 | 0.13 | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_G

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

What type of control features or devices do you have installed in your home? OTHER

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 24<br>100% | - | 2<br>100% | 13<br>100% | 9<br>100% | - | 3<br>100% | 8<br>100% | 12<br>100% | 8<br>100% | 8<br>100% | 8<br>100% | 4<br>100% | 20<br>100% | 1<br>100% | 12<br>100% | 2<br>100% | - | 1<br>100% | 4<br>100% | 4<br>100% | 11<br>100% | 7<br>100% | 3<br>100% | 10<br>100% | 14<br>100% |
| Yes | 8<br>33.3 | - | 1<br>50.0 | 5<br>38.5 | 2<br>22.2 | - | 1<br>33.3 | 3<br>37.5 | 3<br>25.0 | 3<br>37.5 | 2<br>25.0 | 3<br>37.5 | 1<br>25.0 | 7<br>35.0 | - | 5<br>41.7 | 1<br>50.0 | - | - | 2<br>50.0 | - | 4<br>36.4 | 2<br>28.6 | 2<br>66.7 | 4<br>40.0 | 4<br>28.6 |
| No | 16<br>66.7 | - | 1<br>50.0 | 8<br>61.5 | 7<br>77.8 | - | 2<br>66.7 | 5<br>62.5 | 9<br>75.0 | 5<br>62.5 | 6<br>75.0 | 5<br>62.5 | 3<br>75.0 | 13<br>65.0 | 1<br>100.0<br>PT | 7<br>58.3 | 1<br>50.0 | - | 1<br>100.0<br>PT | 2<br>50.0 | 4<br>100.0<br>PT | 7<br>63.6 | 5<br>71.4 | 1<br>33.3 | 6<br>60.0 | 10<br>71.4 |
| NO ANSWER | 78 | - | 14 | 25 | 39 | - | 15 | 20 | 43 | 34 | 18 | 26 | 23 | 55 | 11 | 41 | 5 | 1 | 1 | 10 | 5 | 46 | 15 | 2 | 46 | 32 |
| STANDARD ERROR | 0.10 | - | 0.50 | 0.14 | 0.15 | - | 0.33 | 0.18 | 0.13 | 0.18 | 0.16 | 0.18 | 0.25 | 0.11 | 0.0 | 0.15 | 0.50 | - | 0.0 | 0.29 | 0.0 | 0.15 | 0.18 | 0.33 | 0.16 | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q050M

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

How did your electricity bill change as a result of participating in the program?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 84<br>100% | - | 13<br>100% | 33<br>100% | 38<br>100% | - | 13<br>100% | 25<br>100% | 45<br>100% | 36<br>100% | 24<br>100% | 24<br>100% | 19<br>100% | 65<br>100% | 11<br>100% | 42<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 11<br>100% | 7<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 43<br>100% | 41<br>100% |
| Decrease | 57<br>67.9 | - | 10<br>76.9 | 22<br>66.7 | 25<br>65.8 | - | 8<br>61.5 | 17<br>68.0 | 32<br>71.1 | 23<br>63.9 | 16<br>66.7 | 18<br>75.0 | 14<br>73.7 | 43<br>66.2 | 10<br>90.9<br>P | 24<br>57.1 | 7<br>100.0<br>PTU | 1<br>100.0<br>PTU | 1<br>50.0 | 8<br>72.7 | 4<br>57.1 | 57<br>100.0 | - | - | 31<br>72.1 | 26<br>63.4 |
| Stay the same | 22<br>26.2 | - | 3<br>23.1 | 7<br>21.2 | 12<br>31.6 | - | 5<br>38.5 | 6<br>24.0 | 11<br>24.4 | 10<br>27.8 | 6<br>25.0 | 6<br>25.0 | 4<br>21.1 | 18<br>27.7 | 1<br>9.1 | 16<br>38.1<br>OT | - | - | 1<br>50.0 | 1<br>9.1 | 2<br>28.6 | - | 22<br>100.0 | - | 8<br>18.6 | 14<br>34.1 |
| Increase | 5<br>6.0 | - | - | 4<br>12.1 | 1<br>2.6 | - | - | 2<br>8.0 | 2<br>4.4 | 3<br>8.3 | 2<br>8.3 | - | 1<br>5.3 | 4<br>6.2 | - | 2<br>4.8 | - | - | - | 2<br>18.2 | 1<br>14.3 | - | - | 5<br>100.0 | 4<br>9.3 | 1<br>2.4 |
| NO ANSWER | 18<br>21.4 | - | 3<br>23.1 | 5<br>15.2 | 10<br>26.3 | - | 5<br>38.5<br>h | 3<br>12.0 | 10<br>22.2 | 6<br>16.7 | 2<br>8.3 | 10<br>41.7<br>JK | 8<br>42.1 | 10<br>15.4 | 1<br>9.1 | 11<br>26.2 | - | - | - | 3<br>27.3 | 2<br>28.6 | - | - | - | 13<br>30.2<br>Z | 5<br>12.2 |
| STANDARD ERROR | 0.22 | - | 0.59 | 0.33 | 0.34 | - | 0.62 | 0.35 | 0.31 | 0.32 | 0.32 | 0.46 | 0.52 | 0.23 | 0.50 | 0.32 | 0.0 | 0.0 | 0.50 | 0.66 | 0.83 | 0.0 | 0.0 | 0.0 | 0.33 | 0.27 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q055M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
How likely would you be to participate if the program was offered again? Would you say...

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| Very likely | 69<br>67.6 | - | 8<br>50.0 | 28<br>73.7<br>c | 33<br>68.8 | - | 13<br>72.2 | 17<br>60.7 | 38<br>69.1 | 28<br>66.7 | 17<br>65.4 | 24<br>70.6 | 16<br>59.3 | 53<br>70.7 | 9<br>75.0 | 35<br>66.0 | 7<br>100.0<br>OPTU | 1<br>100.0<br>OPTU | 1<br>50.0 | 9<br>64.3 | 4<br>44.4 | 49<br>86.0<br>WX | 7<br>31.8 | 2<br>40.0 | 38<br>67.9 | 31<br>67.4 |
| Somewhat likely | 22<br>21.6 | - | 4<br>25.0 | 7<br>18.4 | 11<br>22.9 | - | 1<br>5.6 | 7<br>25.0<br>G | 14<br>25.5<br>G | 7<br>16.7 | 7<br>26.9 | 8<br>23.5 | 6<br>22.2 | 16<br>21.3 | 3<br>25.0 | 12<br>22.6 | - | - | - | 3<br>21.4 | 4<br>44.4 | 7<br>12.3 | 8<br>36.4<br>V | 2<br>40.0 | 11<br>19.6 | 11<br>23.9 |
| Neither likely nor unlikely | 3<br>2.9 | - | 1<br>6.2 | 1<br>2.6 | 1<br>2.1 | - | 1<br>5.6 | 1<br>3.6 | 1<br>1.8 | 1<br>2.4 | - | 2<br>5.9 | 1<br>3.7 | 2<br>2.7 | - | 1<br>1.9 | - | - | - | 1<br>7.1 | 1<br>11.1 | - | 2<br>9.1 | - | 2<br>3.6 | 1<br>2.2 |
| Somewhat unlikely | 4<br>3.9 | - | 2<br>12.5 | - | 2<br>4.2 | - | - | 3<br>10.7 | 1<br>1.8 | 3<br>7.1 | 1<br>3.8 | - | 2<br>7.4 | 2<br>2.7 | - | 3<br>5.7 | - | - | - | 1<br>7.1 | - | 1<br>1.8 | 2<br>9.1 | - | 3<br>5.4 | 1<br>2.2 |
| Very unlikely | 4<br>3.9 | - | 1<br>6.2 | 2<br>5.3 | 1<br>2.1 | - | 3<br>16.7<br>i | - | 1<br>1.8 | 3<br>7.1 | 1<br>3.8 | - | 2<br>7.4 | 2<br>2.7 | - | 2<br>3.8 | - | - | 1<br>50.0 | - | - | - | 3<br>13.6 | 1<br>20.0 | 2<br>3.6 | 2<br>4.3 |
| MEAN<br>STANDARD ERROR | 4.45<br>0.10 | - | 4.00<br>0.33 | 4.55<br>0.16 | 4.52<br>0.13 | - | 4.17<br>0.36 | 4.36<br>0.19 | 4.58<br>0.11 | 4.29<br>0.19 | 4.46<br>0.19 | 4.65<br>0.10 | 4.19<br>0.24 | 4.55<br>0.10 | 4.75<br>0.13 | 4.42<br>0.14 | 5.00<br>0.0 | 5.00<br>0.0 | 3.00<br>2.00 | 4.43<br>0.25 | 4.33<br>0.24 | 4.82<br>0.07 | 3.64<br>0.30 | 3.80<br>0.73 | 4.43<br>0.14 | 4.48<br>0.14 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q060M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
Age group

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| 25 to 44 | 16<br>15.7 | - | 16<br>100.0 | - | - | - | 3<br>16.7<br>i | 12<br>42.9<br>GI | 1<br>1.8 | 6<br>14.3 | 3<br>11.5 | 7<br>20.6 | 3<br>11.1 | 13<br>17.3 | 2<br>16.7 | 6<br>11.3 | 4<br>57.1<br>oPt | - | 1<br>50.0 | 3<br>21.4 | - | 10<br>17.5 | 3<br>13.6 | - | 5<br>8.9 | 11<br>23.9<br>Y |
| 45 to 64 | 38<br>37.3 | - | - | 38<br>100.0 | - | - | 8<br>44.4 | 10<br>35.7 | 20<br>36.4 | 10<br>23.8 | 13<br>50.0<br>J | 15<br>44.1<br>j | 9<br>33.3 | 29<br>38.7 | 5<br>41.7 | 20<br>37.7 | 3<br>42.9 | 1<br>100.0<br>OPQTU | - | 6<br>42.9 | 3<br>33.3 | 22<br>38.6 | 7<br>31.8 | 4<br>80.0<br>VW | 17<br>30.4 | 21<br>45.7 |
| 65+ | 48<br>47.1 | - | - | - | 48<br>100.0 | - | 7<br>38.9 | 6<br>21.4 | 34<br>61.8<br>gH | 26<br>61.9<br>kL | 10<br>38.5 | 12<br>35.3 | 15<br>55.6 | 33<br>44.0 | 5<br>41.7 | 27<br>50.9 | - | - | 1<br>50.0 | 5<br>35.7 | 6<br>66.7 | 25<br>43.9 | 12<br>54.5<br>x | 1<br>20.0 | 34<br>60.7<br>Z | 14<br>30.4 |
| STANDARD ERROR | 0.07 | - | 0.0 | 0.0 | 0.0 | - | 0.17 | 0.15 | 0.07 | 0.11 | 0.13 | 0.13 | 0.13 | 0.09 | 0.22 | 0.09 | 0.20 | 0.0 | 1.00 | 0.21 | 0.17 | 0.10 | 0.16 | 0.20 | 0.09 | 0.11 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q065M

Idaho Power

Idaho Power Emmett Study Year 2- Participants
How long have you been an Idaho Power customer?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 101<br>100% | - | 16<br>100% | 38<br>100% | 47<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 41<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 74<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 13<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 4<br>100% | 55<br>100% | 46<br>100% |
| 1 to 10 years | 18<br>17.8 | - | 3<br>18.8 | 8<br>21.1 | 7<br>14.9 | - | 18<br>100.0 | - | - | 7<br>17.1 | 4<br>15.4 | 7<br>20.6 | 8<br>29.6 | 10<br>13.5 | 2<br>16.7 | 8<br>15.1 | 1<br>14.3 | - | 1<br>50.0 | 3<br>23.1 | 1<br>11.1 | 8<br>14.0 | 5<br>22.7 | - | 8<br>14.5 | 10<br>21.7 |
| 11 to 25 years | 28<br>27.7 | - | 12<br>75.0<br>DE | 10<br>26.3 | 6<br>12.8 | - | - | 28<br>100.0 | - | 8<br>19.5 | 10<br>38.5<br>j | 10<br>29.4 | 5<br>18.5 | 23<br>31.1 | 4<br>33.3 | 13<br>24.5 | 6<br>85.7<br>OPTU | - | - | 4<br>30.8 | 1<br>11.1 | 17<br>29.8 | 6<br>27.3 | 2<br>50.0 | 12<br>21.8 | 16<br>34.8 |
| 26 years or more | 55<br>54.5 | - | 1<br>6.2 | 20<br>52.6<br>C | 34<br>72.3<br>Cd | - | - | - | 55<br>100.0 | 26<br>63.4 | 12<br>46.2 | 17<br>50.0 | 14<br>51.9 | 41<br>55.4 | 6<br>50.0 | 32<br>60.4 | - | 1<br>100.0<br>OPT | 1<br>50.0 | 6<br>46.2 | 7<br>77.8 | 32<br>56.1 | 11<br>50.0 | 2<br>50.0 | 35<br>63.6<br>Z | 20<br>43.5 |
| NO ANSWER | 1<br>1.0 | - | - | - | 1<br>2.1 | - | - | - | - | 1<br>2.4 | - | - | - | 1<br>1.4 | - | - | - | - | - | 1<br>7.7 | - | - | - | 1<br>25.0 | 1<br>1.8 | - |
| STANDARD ERROR | 0.08 | - | 0.12 | 0.13 | 0.13 | - | 0.0 | 0.0 | 0.0 | 0.15 | 0.14 | 0.14 | 0.17 | 0.10 | 0.22 | 0.10 | 0.14 | 0.0 | 1.00 | 0.34 | 0.24 | 0.10 | 0.18 | 0.73 | 0.12 | 0.12 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q070M

Idaho Power

**Idaho Power Emmett Study Year 2- Participants**

During your participation in the program, how many people, including yourself, lived in your household?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| One member household | 22<br>21.6 | - | 1<br>6.2 | 9<br>23.7<br>c | 12<br>25.0<br>C | - | 2<br>11.1 | 2<br>7.1 | 17<br>30.9<br>GH | 11<br>26.2<br>K | 2<br>7.7 | 9<br>26.5<br>K | 4<br>14.8 | 18<br>24.0 | 3<br>25.0 | 12<br>22.6 | 1<br>14.3 | - | 1<br>50.0 | 2<br>14.3 | 2<br>22.2 | 11<br>19.3 | 7<br>31.8 | 1<br>20.0 | 14<br>25.0 | 8<br>17.4 |
| 2-4 member household | 69<br>67.6 | - | 10<br>62.5 | 26<br>68.4 | 33<br>68.8 | - | 16<br>88.9<br>I | 21<br>75.0 | 32<br>58.2 | 29<br>69.0 | 19<br>73.1 | 21<br>61.8 | 21<br>77.8 | 48<br>64.0 | 8<br>66.7 | 35<br>66.0 | 4<br>57.1 | - | 1<br>50.0 | 12<br>85.7<br>P | 6<br>66.7 | 39<br>68.4 | 14<br>63.6 | 4<br>80.0 | 36<br>64.3 | 33<br>71.7 |
| 5 or more member household | 11<br>10.8 | - | 5<br>31.2<br>dE | 3<br>7.9 | 3<br>6.2 | - | - | 5<br>17.9 | 6<br>10.9 | 2<br>4.8 | 5<br>19.2<br>j | 4<br>11.8 | 2<br>7.4 | 9<br>12.0 | 1<br>8.3 | 6<br>11.3 | 2<br>28.6 | 1<br>100.0<br>OPQU | - | - | 1<br>11.1 | 7<br>12.3 | 1<br>4.5 | - | 6<br>10.7 | 5<br>10.9 |
| STANDARD ERROR | 0.06 | - | 0.14 | 0.09 | 0.08 | - | 0.08 | 0.09 | 0.08 | 0.08 | 0.10 | 0.10 | 0.09 | 0.07 | 0.17 | 0.08 | 0.26 | 0.0 | 0.50 | 0.10 | 0.20 | 0.07 | 0.12 | 0.20 | 0.08 | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q075M
Idaho Power

Idaho Power Emmett Study Year 2- Participants
What is the highest level of education you have completed?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 102 | - | 16 | 38 | 48 | - | 18 | 28 | 55 | 42 | 26 | 34 | 27 | 75 | 12 | 53 | 7 | 1 | 2 | 14 | 9 | 57 | 22 | 5 | 56 | 46 |
| TOTAL VALID | 102<br>100% | - | 16<br>100% | 38<br>100% | 48<br>100% | - | 18<br>100% | 28<br>100% | 55<br>100% | 42<br>100% | 26<br>100% | 34<br>100% | 27<br>100% | 75<br>100% | 12<br>100% | 53<br>100% | 7<br>100% | 1<br>100% | 2<br>100% | 14<br>100% | 9<br>100% | 57<br>100% | 22<br>100% | 5<br>100% | 56<br>100% | 46<br>100% |
| High school or less | 42<br>41.2 | - | 6<br>37.5 | 10<br>26.3 | 26<br>54.2<br>D | - | 7<br>38.9 | 8<br>28.6 | 26<br>47.3<br>h | 42<br>100.0 | - | - | 16<br>59.3 | 26<br>34.7 | 5<br>41.7 | 20<br>37.7 | 1<br>14.3 | - | 2<br>100.0<br>OPQTU | 6<br>42.9 | 4<br>44.4 | 23<br>40.4 | 10<br>45.5 | 3<br>60.0 | 26<br>46.4 | 16<br>34.8 |
| Some college | 26<br>25.5 | - | 3<br>18.8 | 13<br>34.2 | 10<br>20.8 | - | 4<br>22.2 | 10<br>35.7 | 12<br>21.8 | - | 26<br>100.0 | - | 5<br>18.5 | 21<br>28.0 | 2<br>16.7 | 15<br>28.3 | 1<br>14.3 | - | - | 5<br>35.7 | 3<br>33.3 | 16<br>28.1 | 6<br>27.3 | 2<br>40.0 | 15<br>26.8 | 11<br>23.9 |
| College degree or higher | 34<br>33.3 | - | 7<br>43.8 | 15<br>39.5 | 12<br>25.0 | - | 7<br>38.9 | 10<br>35.7 | 17<br>30.9 | - | - | 34<br>100.0<br>M | 6<br>22.2 | 28<br>37.3 | 5<br>41.7 | 18<br>34.0 | 5<br>71.4<br>PTU | 1<br>100.0<br>OPqTU | - | 3<br>21.4 | 2<br>22.2 | 18<br>31.6 | 6<br>27.3 | - | 15<br>26.8 | 19<br>41.3 |
| STANDARD ERROR | 0.13 | - | 0.35 | 0.20 | 0.19 | - | 0.32 | 0.23 | 0.18 | 0.0 | 0.0 | 0.0 | 0.25 | 0.15 | 0.42 | 0.18 | 0.43 | 0.0 | 0.0 | 0.34 | 0.44 | 0.17 | 0.28 | 0.49 | 0.18 | 0.20 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

# Energy Watch

Table Q005M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
How did you first learn about the program that Idaho Power offered to Emmett area residents?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 45<br>100% | - | 11<br>100% | 21<br>100% | 13<br>100% | - | 10<br>100% | 16<br>100% | 19<br>100% | 15<br>100% | 11<br>100% | 19<br>100% | 12<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 25<br>100% | 14<br>100% | 1<br>100% | - | 45<br>100% |
| Participated last year | 5<br>11.1 | - | 1<br>9.1 | 2<br>9.5 | 2<br>15.4 | - | 1<br>10.0 | 2<br>12.5 | 2<br>10.5 | 3<br>20.0 | - | 2<br>10.5 | 3<br>25.0 | 2<br>6.1 | 5<br>100.0 | - | - | - | - | - | - | 4<br>16.0 | 1<br>7.1 | - | - | 5<br>11.1 |
| Mailing from Idaho Power | 20<br>44.4 | - | 3<br>27.3 | 10<br>47.6 | 7<br>53.8 | - | 5<br>50.0 | 5<br>31.2 | 10<br>52.6 | 6<br>40.0 | 6<br>54.5 | 8<br>42.1 | 4<br>33.3 | 16<br>48.5 | - | 20<br>100.0 | - | - | - | - | - | 8<br>32.0 | 10<br>71.4<br>V | - | - | 20<br>44.4 |
| Ad in local newspaper | 7<br>15.6 | - | 4<br>36.4 | 3<br>14.3 | - | - | 1<br>10.0 | 6<br>37.5<br>g | - | 1<br>6.7 | 1<br>9.1 | 5<br>26.3 | - | 7<br>21.2 | - | - | 7<br>100.0 | - | - | - | - | 7<br>28.0 | - | - | - | 7<br>15.6 |
| Idaho Power employee | 1<br>2.2 | - | - | 1<br>4.8 | - | - | - | - | 1<br>5.3 | - | - | 1<br>5.3 | - | 1<br>3.0 | - | - | - | 1<br>100.0 | - | - | - | 1<br>4.0 | - | - | - | 1<br>2.2 |
| Friend or Neighbor | 1<br>2.2 | - | 1<br>9.1 | - | - | - | 1<br>10.0 | - | - | 1<br>6.7 | - | - | - | 1<br>3.0 | - | - | - | - | 1<br>100.0 | - | - | - | 1<br>7.1 | - | - | 1<br>2.2 |
| Message on bill | 8<br>17.8 | - | 2<br>18.2 | 4<br>19.0 | 2<br>15.4 | - | 2<br>20.0 | 3<br>18.8 | 3<br>15.8 | 3<br>20.0 | 3<br>27.3 | 2<br>10.5 | 4<br>33.3 | 4<br>12.1 | - | - | - | - | - | 8<br>100.0 | - | 4<br>16.0 | 1<br>7.1 | 1<br>100.0<br>VW | - | 8<br>17.8 |
| Other | 3<br>6.7 | - | - | 1<br>4.8 | 2<br>15.4 | - | - | - | 3<br>15.8 | 1<br>6.7 | 1<br>9.1 | 1<br>5.3 | 1<br>8.3 | 2<br>6.1 | - | - | - | - | - | - | 3<br>100.0 | 1<br>4.0 | 1<br>7.1 | - | - | 3<br>6.7 |
| NO ANSWER | 1<br>2.2 | - | - | - | 1<br>7.7 | - | - | - | 1<br>5.3 | 1<br>6.7 | - | - | 1<br>8.3 | - | - | - | - | - | - | - | - | 1<br>4.0 | - | - | - | 1<br>2.2 |
| STANDARD ERROR | 1.63 | - | 0.51 | 0.41 | 5.30 | - | 0.59 | 0.41 | 3.71 | 4.64 | 0.64 | 0.39 | 5.69 | 0.30 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.87 | 0.48 | 0.0 | - | 1.63 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q010M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Overall, how satisfied are you with the energy-pricing program you participated in? Would you say...

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| Very satisfied | 28<br>60.9 | - | 6<br>54.5 | 15<br>71.4 | 7<br>50.0 | - | 6<br>60.0 | 9<br>56.2 | 13<br>65.0 | 9<br>56.2 | 5<br>45.5 | 14<br>73.7 | 7<br>53.8 | 21<br>63.6 | 3<br>60.0 | 9<br>45.0 | 6<br>85.7<br>P | 1<br>100.0<br>oPT | - | 5<br>62.5 | 3<br>100.0<br>oPT | 22<br>84.6<br>W | 4<br>28.6 | - | - | 28<br>60.9 |
| Somewhat satisfied | 14<br>30.4 | - | 4<br>36.4 | 5<br>23.8 | 5<br>35.7 | - | 3<br>30.0 | 5<br>31.2 | 6<br>30.0 | 6<br>37.5 | 5<br>45.5<br>1 | 3<br>15.8 | 4<br>30.8 | 10<br>30.3 | 2<br>40.0 | 9<br>45.0<br>qT | 1<br>14.3 | - | 1<br>100.0<br>OPQT | 1<br>12.5 | - | 4<br>15.4 | 8<br>57.1<br>V | - | - | 14<br>30.4 |
| Neither satisfied nor dissatisfied | 3<br>6.5 | - | 1<br>9.1 | 1<br>4.8 | 1<br>7.1 | - | 1<br>10.0 | 1<br>6.2 | 1<br>5.0 | - | 1<br>9.1 | 2<br>10.5 | 2<br>15.4 | 1<br>3.0 | - | 1<br>5.0 | - | - | - | 2<br>25.0 | - | - | 1<br>7.1 | 1<br>100.0<br>W | - | 3<br>6.5 |
| Somewhat dissatisfied | 1<br>2.2 | - | - | - | 1<br>7.1 | - | - | 1<br>6.2 | - | 1<br>6.2 | - | - | - | 1<br>3.0 | - | 1<br>5.0 | - | - | - | - | - | - | 1<br>7.1 | - | - | 1<br>2.2 |
| MEAN<br>STANDARD ERROR | 4.50<br>0.11 | - | 4.45<br>0.21 | 4.67<br>0.13 | 4.29<br>0.24 | - | 4.50<br>0.22 | 4.38<br>0.22 | 4.60<br>0.13 | 4.44<br>0.20 | 4.36<br>0.20 | 4.63<br>0.16 | 4.38<br>0.21 | 4.55<br>0.12 | 4.60<br>0.24 | 4.30<br>0.18 | 4.86<br>0.14 | 5.00<br>0.0 | 4.00<br>0.0 | 4.38<br>0.32 | 5.00<br>0.0 | 4.85<br>0.07 | 4.07<br>0.22 | 3.00<br>0.0 | - | 4.50<br>0.11 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table GENDER
Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Participant's gender

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| TOTAL VALID | 46<br>100.0 | - | 11<br>100.0 | 21<br>100.0 | 14<br>100.0 | - | 10<br>100.0 | 16<br>100.0 | 20<br>100.0 | 16<br>100.0 | 11<br>100.0 | 19<br>100.0 | 13<br>100.0 | 33<br>100.0 | 5<br>100.0 | 20<br>100.0 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 8<br>100.0 | 3<br>100.0 | 26<br>100.0 | 14<br>100.0 | 1<br>100.0 | - | 46<br>100.0 |
| Male | 13<br>28.3 | - | 1<br>9.1 | 6<br>28.6 | 6<br>42.9<br>C | - | 3<br>30.0 | 2<br>12.5 | 8<br>40.0<br>H | 6<br>37.5 | 2<br>18.2 | 5<br>26.3 | 13<br>100.0<br>L | - | 3<br>60.0<br>p | 4<br>20.0 | - | - | - | 4<br>50.0 | 1<br>33.3 | 5<br>19.2 | 3<br>21.4 | 1<br>100.0<br>VW | - | 13<br>28.3 |
| Female | 33<br>71.7 | - | 10<br>90.9<br>E | 15<br>71.4 | 8<br>57.1 | - | 7<br>70.0 | 14<br>87.5<br>I | 12<br>60.0 | 10<br>62.5 | 9<br>81.8 | 14<br>73.7 | - | 33<br>100.0 | 2<br>40.0 | 16<br>80.0<br>o | 7<br>100.0<br>OPT | 1<br>100.0<br>OPT | 1<br>100.0<br>OPT | 4<br>50.0 | 2<br>66.7 | 21<br>80.8 | 11<br>78.6 | - | - | 33<br>71.7 |
| STANDARD ERROR | 0.05 | - | 0.11 | 0.07 | 0.09 | - | 0.11 | 0.09 | 0.07 | 0.08 | 0.11 | 0.08 | 0.0 | 0.06 | 0.13 | 0.08 | 0.14 | 0.50 | 0.50 | 0.11 | 0.21 | 0.07 | 0.09 | 0.0 | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_A

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? LOWERED POWER BILL

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| Yes | 23<br>56.1 | - | 8<br>88.9<br>DE | 10<br>50.0 | 5<br>41.7 | - | 4<br>50.0 | 10<br>71.4 | 9<br>47.4 | 5<br>35.7 | 6<br>60.0 | 12<br>70.6<br>MJ | 3<br>27.3 | 20<br>66.7 | 3<br>60.0 | 10<br>55.6 | 4<br>57.1 | 1<br>100.0<br>oPQtU | - | 4<br>66.7 | 1<br>33.3 | 18<br>69.2<br>W | 3<br>27.3 | - | - | 23<br>56.1 |
| No | 18<br>43.9 | - | 1<br>11.1 | 10<br>50.0<br>C | 7<br>58.3<br>C | - | 4<br>50.0 | 4<br>28.6 | 10<br>52.6 | 9<br>64.3<br>L | 4<br>40.0 | 5<br>29.4 | 8<br>72.7<br>L | 10<br>33.3 | 2<br>40.0 | 8<br>44.4 | 3<br>42.9 | - | - | 2<br>33.3 | 2<br>66.7 | 8<br>30.8 | 8<br>72.7<br>V | - | - | 18<br>43.9 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.08 | - | 0.11 | 0.11 | 0.15 | - | 0.19 | 0.13 | 0.12 | 0.13 | 0.16 | 0.11 | 0.14 | 0.09 | 0.24 | 0.12 | 0.20 | 0.0 | - | 0.21 | 0.33 | 0.09 | 0.14 | - | - | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_B

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? HELPED CONSERVE ENERGY

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| Yes | 8<br>19.5 | - | 1<br>11.1 | 4<br>20.0 | 3<br>25.0 | - | 3<br>37.5 | 2<br>14.3 | 3<br>15.8 | 3<br>21.4 | 1<br>10.0 | 4<br>23.5 | 2<br>18.2 | 6<br>20.0 | 3<br>60.0<br>P | 2<br>11.1 | 2<br>28.6 | - | - | - | 1<br>33.3 | 7<br>26.9 | 1<br>9.1 | - | - | 8<br>19.5 |
| No | 33<br>80.5 | - | 8<br>88.9 | 16<br>80.0 | 9<br>75.0 | - | 5<br>62.5 | 12<br>85.7 | 16<br>84.2 | 11<br>78.6 | 9<br>90.0 | 13<br>76.5 | 9<br>81.8 | 24<br>80.0 | 2<br>40.0 | 16<br>88.9<br>O | 5<br>71.4 | 1<br>100.0<br>Oq | - | 6<br>100.0<br>Oq | 2<br>66.7 | 19<br>73.1 | 10<br>90.9 | - | - | 33<br>80.5 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.06 | - | 0.11 | 0.09 | 0.13 | - | 0.18 | 0.10 | 0.09 | 0.11 | 0.10 | 0.11 | 0.12 | 0.07 | 0.24 | 0.08 | 0.18 | 0.0 | - | 0.0 | 0.33 | 0.09 | 0.09 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_C
Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? EASY TO PARTICIPATE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| Yes | 5<br>12.2 | - | 1<br>11.1 | 3<br>15.0 | 1<br>8.3 | - | 1<br>12.5 | 2<br>14.3 | 2<br>10.5 | 1<br>7.1 | - | 4<br>23.5 | 2<br>18.2 | 3<br>10.0 | - | 2<br>11.1 | 1<br>14.3 | - | - | 1<br>16.7 | 1<br>33.3 | 3<br>11.5 | - | - | - | 5<br>12.2 |
| No | 36<br>87.8 | - | 8<br>88.9 | 17<br>85.0 | 11<br>91.7 | - | 7<br>87.5 | 12<br>85.7 | 17<br>89.5 | 13<br>92.9 | 10<br>100.0<br>L | 13<br>76.5 | 9<br>81.8 | 27<br>90.0 | 5<br>100.0 | 16<br>88.9 | 6<br>85.7 | 1<br>100.0 | - | 5<br>83.3 | 2<br>66.7 | 23<br>88.5 | 11<br>100.0<br>v | - | - | 36<br>87.8 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.05 | - | 0.11 | 0.08 | 0.08 | - | 0.12 | 0.10 | 0.07 | 0.07 | 0.0 | 0.11 | 0.12 | 0.06 | 0.0 | 0.08 | 0.14 | 0.0 | - | 0.17 | 0.33 | 0.06 | 0.0 | - | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_D

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? ROUTINE CHANGE NOT INCONVENIENT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| Yes | 4<br>9.8 | - | - | 3<br>15.0 | 1<br>8.3 | - | 1<br>12.5 | 2<br>14.3 | 1<br>5.3 | 2<br>14.3 | - | 2<br>11.8 | 2<br>18.2 | 2<br>6.7 | 2<br>40.0 | - | 1<br>14.3 | - | - | 1<br>16.7 | - | 2<br>7.7 | 1<br>9.1 | - | - | 4<br>9.8 |
| No | 37<br>90.2 | - | 9<br>100.0<br>d | 17<br>85.0 | 11<br>91.7 | - | 7<br>87.5 | 12<br>85.7 | 18<br>94.7 | 12<br>85.7 | 10<br>100.0 | 15<br>88.2 | 9<br>81.8 | 28<br>93.3 | 3<br>60.0 | 18<br>100.0<br>o | 6<br>85.7 | 1<br>100.0<br>o | - | 5<br>83.3 | 3<br>100.0<br>o | 24<br>92.3 | 10<br>90.9 | - | - | 37<br>90.2 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.05 | - | 0.0 | 0.08 | 0.08 | - | 0.12 | 0.10 | 0.05 | 0.10 | 0.0 | 0.08 | 0.12 | 0.05 | 0.24 | 0.0 | 0.14 | 0.0 | - | 0.17 | 0.0 | 0.05 | 0.09 | - | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_E

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? CONVENIENT TIME SCHEDULE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| No | 41<br>100.0 | - | 9<br>100.0 | 20<br>100.0 | 12<br>100.0 | - | 8<br>100.0 | 14<br>100.0 | 19<br>100.0 | 14<br>100.0 | 10<br>100.0 | 17<br>100.0 | 11<br>100.0 | 30<br>100.0 | 5<br>100.0 | 18<br>100.0 | 7<br>100.0 | 1<br>100.0 | - | 6<br>100.0 | 3<br>100.0 | 26<br>100.0 | 11<br>100.0 | - | - | 41<br>100.0 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_F

Idaho Power
*Energy Watch*

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 9<br>100% | 20<br>100% | 12<br>100% | - | 8<br>100% | 14<br>100% | 19<br>100% | 14<br>100% | 10<br>100% | 17<br>100% | 11<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | - | 6<br>100% | 3<br>100% | 26<br>100% | 11<br>100% | - | - | 41<br>100% |
| Yes | 15<br>36.6 | - | 1<br>11.1 | 9<br>45.0<br>C | 5<br>41.7<br>c | - | 5<br>62.5<br>H | 2<br>14.3 | 8<br>42.1<br>h | 5<br>35.7 | 6<br>60.0<br>L | 4<br>23.5 | 5<br>45.5 | 10<br>33.3 | 1<br>20.0 | 10<br>55.6<br>o | - | - | - | 2<br>33.3 | 1<br>33.3 | 7<br>26.9 | 8<br>72.7<br>V | - | - | 15<br>36.6 |
| No | 26<br>63.4 | - | 8<br>88.9<br>De | 11<br>55.0 | 7<br>58.3 | - | 3<br>37.5 | 12<br>85.7<br>Gi | 11<br>57.9 | 9<br>64.3 | 4<br>40.0 | 13<br>76.5<br>K | 6<br>54.5 | 20<br>66.7 | 4<br>80.0<br>p | 8<br>44.4 | 7<br>100.0<br>Pt | 1<br>100.0<br>Pt | - | 4<br>66.7 | 2<br>66.7 | 19<br>73.1<br>W | 3<br>27.3 | - | - | 26<br>63.4 |
| NO ANSWER | 5 | - | 2 | 1 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | - | 2 | - | - | 1 | 2 | - | - | 3 | 1 | - | 5 |
| STANDARD ERROR | 0.08 | - | 0.11 | 0.11 | 0.15 | - | 0.18 | 0.10 | 0.12 | 0.13 | 0.16 | 0.11 | 0.16 | 0.09 | 0.20 | 0.12 | 0.0 | 0.0 | - | 0.21 | 0.33 | 0.09 | 0.14 | - | - | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q025M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Did you change the way you use electricity in your home as a result of participating in this program?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 45<br>100% | - | 11<br>100% | 21<br>100% | 13<br>100% | - | 10<br>100% | 16<br>100% | 19<br>100% | 15<br>100% | 11<br>100% | 19<br>100% | 12<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 25<br>100% | 14<br>100% | 1<br>100% | - | 45<br>100% |
| Yes | 38<br>84.4 | - | 10<br>90.9 | 17<br>81.0 | 11<br>84.6 | - | 8<br>80.0 | 14<br>87.5 | 16<br>84.2 | 13<br>86.7 | 9<br>81.8 | 16<br>84.2 | 8<br>66.7 | 30<br>90.9 | 5<br>100.0<br>PT | 16<br>80.0 | 7<br>100.0<br>PT | 1<br>100.0<br>PT | 1<br>100.0<br>PT | 5<br>62.5 | 3<br>100.0<br>PT | 24<br>96.0 | 12<br>85.7 | - | - | 38<br>84.4 |
| No | 7<br>15.6 | - | 1<br>9.1 | 4<br>19.0 | 2<br>15.4 | - | 2<br>20.0 | 2<br>12.5 | 3<br>15.8 | 2<br>13.3 | 2<br>18.2 | 3<br>15.8 | 4<br>33.3 | 3<br>9.1 | - | 4<br>20.0 | - | - | - | 3<br>37.5 | - | 1<br>4.0 | 2<br>14.3 | 1<br>100.0<br>VW | - | 7<br>15.6 |
| NO ANSWER | 1<br>2.2 | - | - | - | 1<br>7.7 | - | - | - | 1<br>5.3 | 1<br>6.7 | - | - | 1<br>8.3 | - | - | - | - | - | - | - | - | 1<br>4.0 | - | - | - | 1<br>2.2 |
| STANDARD ERROR | 0.14 | - | 0.09 | 0.09 | 0.43 | - | 0.13 | 0.09 | 0.30 | 0.38 | 0.12 | 0.09 | 0.46 | 0.05 | 0.0 | 0.09 | 0.0 | 0.0 | 0.0 | 0.18 | 0.0 | 0.23 | 0.10 | 0.0 | - | 0.14 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_A

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? DID LAUNDRY AT NIGHT OR ON WEEKENDS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 12<br>31.6 | - | 4<br>40.0 | 8<br>47.1 | - | - | 4<br>50.0<br>h | 2<br>14.3 | 6<br>37.5 | 5<br>38.5 | 2<br>22.2 | 5<br>31.2 | 1<br>12.5 | 11<br>36.7 | 3<br>60.0<br>q | 6<br>37.5 | 1<br>14.3 | 1<br>100.0<br>oPQT | - | 1<br>20.0 | - | 9<br>37.5 | 3<br>25.0 | - | - | 12<br>31.6 |
| No | 26<br>68.4 | - | 6<br>60.0 | 9<br>52.9 | 11<br>100.0<br>CD | - | 4<br>50.0 | 12<br>85.7<br>g | 10<br>62.5 | 8<br>61.5 | 7<br>77.8 | 11<br>68.8 | 7<br>87.5 | 19<br>63.3 | 2<br>40.0 | 10<br>62.5 | 6<br>85.7<br>o | - | 1<br>100.0<br>OP | 4<br>80.0 | 3<br>100.0<br>OP | 15<br>62.5 | 9<br>75.0 | - | - | 26<br>68.4 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.08 | - | 0.16 | 0.12 | 0.0 | - | 0.19 | 0.10 | 0.12 | 0.14 | 0.15 | 0.12 | 0.12 | 0.09 | 0.24 | 0.12 | 0.14 | 0.0 | 0.0 | 0.20 | 0.0 | 0.10 | 0.13 | - | - | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? WASHED DISHES AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 4<br>10.5 | - | 1<br>10.0 | 3<br>17.6 | - | - | 1<br>12.5 | - | 3<br>18.8 | 2<br>15.4 | 1<br>11.1 | 1<br>6.2 | - | 4<br>13.3 | - | 3<br>18.8 | 1<br>14.3 | - | - | - | - | 3<br>12.5 | 1<br>8.3 | - | - | 4<br>10.5 |
| No | 34<br>89.5 | - | 9<br>90.0 | 14<br>82.4 | 11<br>100.0<br>d | - | 7<br>87.5 | 14<br>100.0<br>i | 13<br>81.2 | 11<br>84.6 | 8<br>88.9 | 15<br>93.8 | 8<br>100.0 | 26<br>86.7 | 5<br>100.0<br>p | 13<br>81.2 | 6<br>85.7 | 1<br>100.0<br>p | 1<br>100.0<br>p | 5<br>100.0<br>p | 3<br>100.0<br>p | 21<br>87.5 | 11<br>91.7 | - | - | 34<br>89.5 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.05 | - | 0.10 | 0.10 | 0.0 | - | 0.12 | 0.0 | 0.10 | 0.10 | 0.11 | 0.06 | 0.0 | 0.06 | 0.0 | 0.10 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.07 | 0.08 | - | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_C

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? ADJUSTED HOUSEHOLD TEMPERATURE/COMFORT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 7<br>18.4 | - | 3<br>30.0 | 1<br>5.9 | 3<br>27.3 | - | 1<br>12.5 | 3<br>21.4 | 3<br>18.8 | 3<br>23.1 | 1<br>11.1 | 3<br>18.8 | 3<br>37.5 | 4<br>13.3 | 2<br>40.0 | 4<br>25.0 | 1<br>14.3 | - | - | - | - | 5<br>20.8 | 2<br>16.7 | - | - | 7<br>18.4 |
| No | 31<br>81.6 | - | 7<br>70.0 | 16<br>94.1 | 8<br>72.7 | - | 7<br>87.5 | 11<br>78.6 | 13<br>81.2 | 10<br>76.9 | 8<br>88.9 | 13<br>81.2 | 5<br>62.5 | 26<br>86.7 | 3<br>60.0 | 12<br>75.0 | 6<br>85.7 | 1<br>100.0<br>oP | 1<br>100.0<br>oP | 5<br>100.0<br>oP | 3<br>100.0<br>oP | 19<br>79.2 | 10<br>83.3 | - | - | 31<br>81.6 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.15 | 0.06 | 0.14 | - | 0.12 | 0.11 | 0.10 | 0.12 | 0.11 | 0.10 | 0.18 | 0.06 | 0.24 | 0.11 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.11 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_D

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? DID COOKING LATER IN DAY OR EARLIER IN MORNING

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 5<br>13.2 | - | 2<br>20.0 | 2<br>11.8 | 1<br>9.1 | - | 1<br>12.5 | 1<br>7.1 | 3<br>18.8 | 2<br>15.4 | 1<br>11.1 | 2<br>12.5 | - | 5<br>16.7 | 1<br>20.0 | 3<br>18.8 | 1<br>14.3 | - | - | - | - | 4<br>16.7 | 1<br>8.3 | - | - | 5<br>13.2 |
| No | 33<br>86.8 | - | 8<br>80.0 | 15<br>88.2 | 10<br>90.9 | - | 7<br>87.5 | 13<br>92.9 | 13<br>81.2 | 11<br>84.6 | 8<br>88.9 | 14<br>87.5 | 8<br>100.0 | 25<br>83.3 | 4<br>80.0 | 13<br>81.2 | 6<br>85.7 | 1<br>100.0<br>p | 1<br>100.0<br>p | 5<br>100.0<br>p | 3<br>100.0<br>p | 20<br>83.3 | 11<br>91.7 | - | - | 33<br>86.8 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.13 | 0.08 | 0.09 | - | 0.12 | 0.07 | 0.10 | 0.10 | 0.11 | 0.09 | 0.0 | 0.07 | 0.20 | 0.10 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.08 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_E

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? USED MICROWAVE MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 3<br>7.9 | - | 2<br>20.0 | 1<br>5.9 | - | - | 1<br>12.5 | 1<br>7.1 | 1<br>6.2 | 1<br>7.7 | - | 2<br>12.5 | - | 3<br>10.0 | 1<br>20.0 | 1<br>6.2 | 1<br>14.3 | - | - | - | - | 3<br>12.5 | - | - | - | 3<br>7.9 |
| No | 35<br>92.1 | - | 8<br>80.0 | 16<br>94.1 | 11<br>100.0 | - | 7<br>87.5 | 13<br>92.9 | 15<br>93.8 | 12<br>92.3 | 9<br>100.0 | 14<br>87.5 | 8<br>100.0 | 27<br>90.0 | 4<br>80.0 | 15<br>93.8 | 6<br>85.7 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 21<br>87.5 | 12<br>100.0<br>v | - | - | 35<br>92.1 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.06 | 0.0 | - | 0.12 | 0.07 | 0.06 | 0.08 | 0.0 | 0.09 | 0.0 | 0.06 | 0.20 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.07 | 0.0 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_F

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? USED OUTDOOR GRILL MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 6<br>15.8 | - | 3<br>30.0 | 2<br>11.8 | 1<br>9.1 | - | 2<br>25.0 | 3<br>21.4 | 1<br>6.2 | 2<br>15.4 | 1<br>11.1 | 3<br>18.8 | - | 6<br>20.0 | 2<br>40.0 | 3<br>18.8 | 1<br>14.3 | - | - | - | - | 5<br>20.8 | 1<br>8.3 | - | - | 6<br>15.8 |
| No | 32<br>84.2 | - | 7<br>70.0 | 15<br>88.2 | 10<br>90.9 | - | 6<br>75.0 | 11<br>78.6 | 15<br>93.8 | 11<br>84.6 | 8<br>88.9 | 13<br>81.2 | 8<br>100.0<br>1 | 24<br>80.0 | 3<br>60.0 | 13<br>81.2 | 6<br>85.7 | 1<br>100.0<br>op | 1<br>100.0<br>op | 5<br>100.0<br>op | 3<br>100.0<br>op | 19<br>79.2 | 11<br>91.7 | - | - | 32<br>84.2 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.15 | 0.08 | 0.09 | - | 0.16 | 0.11 | 0.06 | 0.10 | 0.11 | 0.10 | 0.0 | 0.07 | 0.24 | 0.10 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.08 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_G

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED SHOWERING TIMES

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 4<br>10.5 | - | 2<br>20.0 | 2<br>11.8 | - | - | 1<br>12.5 | 2<br>14.3 | 1<br>6.2 | 1<br>7.7 | - | 3<br>18.8 | - | 4<br>13.3 | 1<br>20.0 | 1<br>6.2 | 2<br>28.6 | - | - | - | - | 4<br>16.7 | - | - | - | 4<br>10.5 |
| No | 34<br>89.5 | - | 8<br>80.0 | 15<br>88.2 | 11<br>100.0 | - | 7<br>87.5 | 12<br>85.7 | 15<br>93.8 | 12<br>92.3 | 9<br>100.0<br>l | 13<br>81.2 | 8<br>100.0<br>l | 26<br>86.7 | 4<br>80.0 | 15<br>93.8 | 5<br>71.4 | 1<br>100.0<br>q | 1<br>100.0<br>q | 5<br>100.0<br>q | 3<br>100.0<br>q | 20<br>83.3 | 12<br>100.0<br>V | - | - | 34<br>89.5 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.05 | - | 0.13 | 0.08 | 0.0 | - | 0.12 | 0.10 | 0.06 | 0.08 | 0.0 | 0.10 | 0.0 | 0.06 | 0.20 | 0.06 | 0.18 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.0 | - | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_H

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED AMOUNT OF WATER FOR BATHING

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 3<br>7.9 | - | 2<br>20.0 | 1<br>5.9 | - | - | 1<br>12.5 | 1<br>7.1 | 1<br>6.2 | 1<br>7.7 | - | 2<br>12.5 | - | 3<br>10.0 | 1<br>20.0 | 1<br>6.2 | 1<br>14.3 | - | - | - | - | 3<br>12.5 | - | - | - | 3<br>7.9 |
| No | 35<br>92.1 | - | 8<br>80.0 | 16<br>94.1 | 11<br>100.0 | - | 7<br>87.5 | 13<br>92.9 | 15<br>93.8 | 12<br>92.3 | 9<br>100.0 | 14<br>87.5 | 8<br>100.0 | 27<br>90.0 | 4<br>80.0 | 15<br>93.8 | 6<br>85.7 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 21<br>87.5 | 12<br>100.0<br>v | - | - | 35<br>92.1 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.13 | 0.06 | 0.0 | - | 0.12 | 0.07 | 0.06 | 0.08 | 0.0 | 0.09 | 0.0 | 0.06 | 0.20 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.07 | 0.0 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_I
Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED DOWN WATER HEATER TEMPERATURE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 2<br>5.3 | - | 1<br>10.0 | - | 1<br>9.1 | - | 2<br>25.0 | - | - | 1<br>7.7 | - | 1<br>6.2 | - | 2<br>6.7 | - | 1<br>6.2 | 1<br>14.3 | - | - | - | - | 2<br>8.3 | - | - | - | 2<br>5.3 |
| No | 36<br>94.7 | - | 9<br>90.0 | 17<br>100.0 | 10<br>90.9 | - | 6<br>75.0 | 14<br>100.0 | 16<br>100.0 | 12<br>92.3 | 9<br>100.0 | 15<br>93.8 | 8<br>100.0 | 28<br>93.3 | 5<br>100.0 | 15<br>93.8 | 6<br>85.7 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 22<br>91.7 | 12<br>100.0 | - | - | 36<br>94.7 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.0 | 0.09 | - | 0.16 | 0.0 | 0.0 | 0.08 | 0.0 | 0.06 | 0.0 | 0.05 | 0.0 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.0 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_J

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED POWER OFF AT BREAKER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 1<br>2.6 | - | 1<br>10.0 | - | - | - | - | 1<br>7.1 | - | - | - | 1<br>6.2 | - | 1<br>3.3 | 1<br>20.0 | - | - | - | - | - | - | 1<br>4.2 | - | - | - | 1<br>2.6 |
| No | 37<br>97.4 | - | 9<br>90.0 | 17<br>100.0 | 11<br>100.0 | - | 8<br>100.0 | 13<br>92.9 | 16<br>100.0 | 13<br>100.0 | 9<br>100.0 | 15<br>93.8 | 8<br>100.0 | 29<br>96.7 | 4<br>80.0 | 16<br>100.0 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 23<br>95.8 | 12<br>100.0 | - | - | 37<br>97.4 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.03 | - | 0.10 | 0.0 | 0.0 | - | 0.0 | 0.07 | 0.0 | 0.0 | 0.0 | 0.06 | 0.0 | 0.03 | 0.20 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.04 | 0.0 | - | - | 0.03 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_K

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? LEFT HOME DURING PEAK TIMES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 7<br>18.4 | - | 4<br>40.0<br>e | 2<br>11.8 | 1<br>9.1 | - | 1<br>12.5 | 3<br>21.4 | 3<br>18.8 | 2<br>15.4 | 1<br>11.1 | 4<br>25.0 | - | 7<br>23.3 | 1<br>20.0 | 2<br>12.5 | 2<br>28.6 | 1<br>100.0<br>OPQT | - | 1<br>20.0 | - | 6<br>25.0 | 1<br>8.3 | - | - | 7<br>18.4 |
| No | 31<br>81.6 | - | 6<br>60.0 | 15<br>88.2 | 10<br>90.9<br>c | - | 7<br>87.5 | 11<br>78.6 | 13<br>81.2 | 11<br>84.6 | 8<br>88.9 | 12<br>75.0 | 8<br>100.0<br>L | 23<br>76.7 | 4<br>80.0 | 14<br>87.5 | 5<br>71.4 | - | 1<br>100.0<br>q | 4<br>80.0 | 3<br>100.0<br>q | 18<br>75.0 | 11<br>91.7 | - | - | 31<br>81.6 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.16 | 0.08 | 0.09 | - | 0.12 | 0.11 | 0.10 | 0.10 | 0.11 | 0.11 | 0.0 | 0.08 | 0.20 | 0.09 | 0.18 | 0.0 | 0.0 | 0.20 | 0.0 | 0.09 | 0.08 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_L

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED LIGHTS OFF MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 9<br>23.7 | - | 5<br>50.0 | 4<br>23.5 | - | - | 1<br>12.5 | 5<br>35.7 | 3<br>18.8 | 2<br>15.4 | 2<br>22.2 | 5<br>31.2 | - | 9<br>30.0 | 1<br>20.0 | 6<br>37.5 | 2<br>28.6 | - | - | - | - | 8<br>33.3<br>W | 1<br>8.3 | - | - | 9<br>23.7 |
| No | 29<br>76.3 | - | 5<br>50.0 | 13<br>76.5 | 11<br>100.0<br>CD | - | 7<br>87.5 | 9<br>64.3 | 13<br>81.2 | 11<br>84.6 | 7<br>77.8 | 11<br>68.8 | 8<br>100.0<br>L | 21<br>70.0 | 4<br>80.0 | 10<br>62.5 | 5<br>71.4 | 1<br>100.0<br>Pq | 1<br>100.0<br>Pq | 5<br>100.0<br>Pq | 3<br>100.0<br>Pq | 16<br>66.7 | 11<br>91.7<br>V | - | - | 29<br>76.3 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.07 | - | 0.17 | 0.11 | 0.0 | - | 0.12 | 0.13 | 0.10 | 0.10 | 0.15 | 0.12 | 0.0 | 0.09 | 0.20 | 0.12 | 0.18 | 0.0 | 0.0 | 0.0 | 0.0 | 0.10 | 0.08 | - | - | 0.07 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? WATCHED LESS TV

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 7<br>18.4 | - | 4<br>40.0<br>D | 1<br>5.9 | 2<br>18.2 | - | 2<br>25.0 | 4<br>28.6<br>i | 1<br>6.2 | 5<br>38.5<br>L | 1<br>11.1 | 1<br>6.2 | 1<br>12.5 | 6<br>20.0 | 1<br>20.0 | 4<br>25.0 | 1<br>14.3 | - | 1<br>100.0<br>OPQ | - | - | 4<br>16.7 | 3<br>25.0 | - | - | 7<br>18.4 |
| No | 31<br>81.6 | - | 6<br>60.0 | 16<br>94.1<br>C | 9<br>81.8 | - | 6<br>75.0 | 10<br>71.4 | 15<br>93.8<br>h | 8<br>61.5 | 8<br>88.9 | 15<br>93.8<br>J | 7<br>87.5 | 24<br>80.0 | 4<br>80.0 | 12<br>75.0 | 6<br>85.7 | 1<br>100.0<br>P | - | 5<br>100.0<br>P | 3<br>100.0<br>P | 20<br>83.3 | 9<br>75.0 | - | - | 31<br>81.6 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.16 | 0.06 | 0.12 | - | 0.16 | 0.13 | 0.06 | 0.14 | 0.11 | 0.06 | 0.12 | 0.07 | 0.20 | 0.11 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.13 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_N

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED OFF COMPUTER WHEN NOT IN USE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 5<br>13.2 | - | 3<br>30.0 | 2<br>11.8 | - | - | 1<br>12.5 | 2<br>14.3 | 2<br>12.5 | 2<br>15.4 | 1<br>11.1 | 2<br>12.5 | - | 5<br>16.7 | - | 3<br>18.8 | 1<br>14.3 | 1<br>100.0<br>PQ | - | - | - | 5<br>20.8 | - | - | - | 5<br>13.2 |
| No | 33<br>86.8 | - | 7<br>70.0 | 15<br>88.2 | 11<br>100.0<br>C | - | 7<br>87.5 | 12<br>85.7 | 14<br>87.5 | 11<br>84.6 | 8<br>88.9 | 14<br>87.5 | 8<br>100.0 | 25<br>83.3 | 5<br>100.0<br>p | 13<br>81.2 | 6<br>85.7 | - | 1<br>100.0<br>p | 5<br>100.0<br>p | 3<br>100.0<br>p | 19<br>79.2 | 12<br>100.0<br>V | - | - | 33<br>86.8 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.06 | - | 0.15 | 0.08 | 0.0 | - | 0.12 | 0.10 | 0.09 | 0.10 | 0.11 | 0.09 | 0.0 | 0.07 | 0.0 | 0.10 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.08 | 0.0 | - | - | 0.06 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_P

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity asa result of participating in this program? TURNED AIR CONDITIONER OFF/DOWN

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 3<br>7.9 | - | 1<br>10.0 | - | 2<br>18.2 | - | - | 1<br>7.1 | 2<br>12.5 | 2<br>15.4 | 1<br>11.1 | - | 1<br>12.5 | 2<br>6.7 | 1<br>20.0 | 1<br>6.2 | - | - | - | - | 1<br>33.3 | 2<br>8.3 | 1<br>8.3 | - | - | 3<br>7.9 |
| No | 35<br>92.1 | - | 9<br>90.0 | 17<br>100.0 | 9<br>81.8 | - | 8<br>100.0 | 13<br>92.9 | 14<br>87.5 | 11<br>84.6 | 8<br>88.9 | 16<br>100.0 | 7<br>87.5 | 28<br>93.3 | 4<br>80.0 | 15<br>93.8 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 2<br>66.7 | 22<br>91.7 | 11<br>91.7 | - | - | 35<br>92.1 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.0 | 0.12 | - | 0.0 | 0.07 | 0.09 | 0.10 | 0.11 | 0.0 | 0.12 | 0.05 | 0.20 | 0.06 | 0.0 | 0.0 | 0.0 | 0.0 | 0.33 | 0.06 | 0.08 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_Q

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? SWITCHED TO ENERGY SAVING LIGHT BULBS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 3<br>7.9 | - | 1<br>10.0 | 2<br>11.8 | - | - | 1<br>12.5 | 1<br>7.1 | 1<br>6.2 | - | 2<br>22.2 | 1<br>6.2 | - | 3<br>10.0 | - | 2<br>12.5 | - | - | - | 1<br>20.0 | - | 2<br>8.3 | 1<br>8.3 | - | - | 3<br>7.9 |
| No | 35<br>92.1 | - | 9<br>90.0 | 15<br>88.2 | 11<br>100.0 | - | 7<br>87.5 | 13<br>92.9 | 15<br>93.8 | 13<br>100.0 | 7<br>77.8 | 15<br>93.8 | 8<br>100.0 | 27<br>90.0 | 5<br>100.0 | 14<br>87.5 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 4<br>80.0 | 3<br>100.0 | 22<br>91.7 | 11<br>91.7 | - | - | 35<br>92.1 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.08 | 0.0 | - | 0.12 | 0.07 | 0.06 | 0.0 | 0.15 | 0.06 | 0.0 | 0.06 | 0.0 | 0.09 | 0.0 | 0.0 | 0.0 | 0.20 | 0.0 | 0.06 | 0.08 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_R

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- ParticipantsWhat changes did you make in the way you use electricity as a result of participating in this program? REDUCED USE OF WASHER/DRYER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 2<br>5.3 | - | - | 2<br>11.8 | - | - | - | 1<br>7.1 | 1<br>6.2 | - | - | 2<br>12.5 | - | 2<br>6.7 | - | 1<br>6.2 | 1<br>14.3 | - | - | - | - | 2<br>8.3 | - | - | - | 2<br>5.3 |
| No | 36<br>94.7 | - | 10<br>100.0 | 15<br>88.2 | 11<br>100.0 | - | 8<br>100.0 | 13<br>92.9 | 15<br>93.8 | 13<br>100.0 | 9<br>100.0 | 14<br>87.5 | 8<br>100.0 | 28<br>93.3 | 5<br>100.0 | 15<br>93.8 | 6<br>85.7 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 22<br>91.7 | 12<br>100.0 | - | - | 36<br>94.7 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.0 | 0.08 | 0.0 | - | 0.0 | 0.07 | 0.06 | 0.0 | 0.0 | 0.09 | 0.0 | 0.05 | 0.0 | 0.06 | 0.14 | 0.0 | 0.0 | 0.0 | 0.0 | 0.06 | 0.0 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_S

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? SHOWERED/BATHED LATER AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38 | - | 10 | 17 | 11 | - | 8 | 14 | 16 | 13 | 9 | 16 | 8 | 30 | 5 | 16 | 7 | 1 | 1 | 5 | 3 | 24 | 12 | - | - | 38 |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% |
| No | 38 | - | 10 | 17 | 11 | - | 8 | 14 | 16 | 13 | 9 | 16 | 8 | 30 | 5 | 16 | 7 | 1 | 1 | 5 | 3 | 24 | 12 | - | - | 38 |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_T

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED OVERALL POWER USAGE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| TOTAL | 38<br>100.0 | - | 10<br>100.0 | 17<br>100.0 | 11<br>100.0 | - | 8<br>100.0 | 14<br>100.0 | 16<br>100.0 | 13<br>100.0 | 9<br>100.0 | 16<br>100.0 | 8<br>100.0 | 30<br>100.0 | 5<br>100.0 | 16<br>100.0 | 7<br>100.0 | 1<br>100.0 | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 24<br>100.0 | 12<br>100.0 | - | - | 38<br>100.0 |
| Yes | 8<br>21.1 | - | 3<br>30.0 | 4<br>23.5 | 1<br>9.1 | - | - | 6<br>42.9<br>i | 2<br>12.5 | 1<br>7.7 | 3<br>33.3 | 4<br>25.0 | 2<br>25.0 | 6<br>20.0 | 1<br>20.0 | 1<br>6.2 | 4<br>57.1<br>P | - | - | 1<br>20.0 | 1<br>33.3 | 6<br>25.0 | 2<br>16.7 | - | - | 8<br>21.1 |
| No | 30<br>78.9 | - | 7<br>70.0 | 13<br>76.5 | 10<br>90.9 | - | 8<br>100.0<br>H | 8<br>57.1 | 14<br>87.5<br>h | 12<br>92.3 | 6<br>66.7 | 12<br>75.0 | 6<br>75.0 | 24<br>80.0 | 4<br>80.0 | 15<br>93.8<br>Q | 3<br>42.9 | 1<br>100.0<br>Q | 1<br>100.0<br>Q | 4<br>80.0 | 2<br>66.7 | 18<br>75.0 | 10<br>83.3 | - | - | 30<br>78.9 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.08 | 0.06 | 0.05 | - | 0.0 | 0.08 | 0.04 | 0.04 | 0.09 | 0.06 | 0.09 | 0.04 | 0.10 | 0.03 | 0.13 | 0.0 | 0.0 | 0.10 | 0.17 | 0.05 | 0.06 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_U

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? ALTERED COOKING HABITS/AMOUNTS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 2<br>5.3 | - | 1<br>10.0 | 1<br>5.9 | - | - | 2<br>25.0 | - | - | 2<br>15.4 | - | - | - | 2<br>6.7 | - | 1<br>6.2 | - | - | 1<br>100.0<br>P | - | - | - | 2<br>16.7 | - | - | 2<br>5.3 |
| No | 36<br>94.7 | - | 9<br>90.0 | 16<br>94.1 | 11<br>100.0 | - | 6<br>75.0 | 14<br>100.0 | 16<br>100.0 | 11<br>84.6 | 9<br>100.0 | 16<br>100.0 | 8<br>100.0 | 28<br>93.3 | 5<br>100.0 | 15<br>93.8 | 7<br>100.0 | 1<br>100.0 | - | 5<br>100.0 | 3<br>100.0 | 24<br>100.0 | 10<br>83.3 | - | - | 36<br>94.7 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.04 | - | 0.10 | 0.06 | 0.0 | - | 0.16 | 0.0 | 0.0 | 0.10 | 0.0 | 0.0 | 0.0 | 0.05 | 0.0 | 0.06 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.11 | - | - | 0.04 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_V

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 38<br>100% | - | 10<br>100% | 17<br>100% | 11<br>100% | - | 8<br>100% | 14<br>100% | 16<br>100% | 13<br>100% | 9<br>100% | 16<br>100% | 8<br>100% | 30<br>100% | 5<br>100% | 16<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 5<br>100% | 3<br>100% | 24<br>100% | 12<br>100% | - | - | 38<br>100% |
| Yes | 4<br>10.5 | - | 1<br>10.0 | 1<br>5.9 | 2<br>18.2 | - | 2<br>25.0 | 1<br>7.1 | 1<br>6.2 | - | 2<br>22.2 | 2<br>12.5 | 2<br>25.0 | 2<br>6.7 | - | 1<br>6.2 | - | - | - | 2<br>40.0 | 1<br>33.3 | - | 2<br>16.7 | - | - | 4<br>10.5 |
| No | 34<br>89.5 | - | 9<br>90.0 | 16<br>94.1 | 9<br>81.8 | - | 6<br>75.0 | 13<br>92.9 | 15<br>93.8 | 13<br>100.0 | 7<br>77.8 | 14<br>87.5 | 6<br>75.0 | 28<br>93.3 | 5<br>100.0<br>t | 15<br>93.8 | 7<br>100.0<br>t | 1<br>100.0<br>t | 1<br>100.0<br>t | 3<br>60.0 | 2<br>66.7 | 24<br>100.0 | 10<br>83.3 | - | - | 34<br>89.5 |
| NO ANSWER | 8 | - | 1 | 4 | 3 | - | 2 | 2 | 4 | 3 | 2 | 3 | 5 | 3 | - | 4 | - | - | - | 3 | - | 2 | 2 | 1 | - | 8 |
| STANDARD ERROR | 0.05 | - | 0.10 | 0.06 | 0.12 | - | 0.16 | 0.07 | 0.06 | 0.0 | 0.15 | 0.09 | 0.16 | 0.05 | 0.0 | 0.06 | 0.0 | 0.0 | 0.0 | 0.24 | 0.33 | 0.0 | 0.11 | - | - | 0.05 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q035M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Do you have central air conditioning?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| Yes | 13<br>28.3 | - | 1<br>9.1 | 8<br>38.1<br>C | 4<br>28.6 | - | 5<br>50.0<br>h | 3<br>18.8 | 5<br>25.0 | 4<br>25.0 | 3<br>27.3 | 6<br>31.6 | 5<br>38.5 | 8<br>24.2 | 1<br>20.0 | 8<br>40.0 | 1<br>14.3 | - | - | 2<br>25.0 | 1<br>33.3 | 2<br>7.7 | 6<br>42.9<br>V | - | - | 13<br>28.3 |
| No | 33<br>71.7 | - | 10<br>90.9<br>D | 13<br>61.9 | 10<br>71.4 | - | 5<br>50.0 | 13<br>81.2<br>g | 15<br>75.0 | 12<br>75.0 | 8<br>72.7 | 13<br>68.4 | 8<br>61.5 | 25<br>75.8 | 4<br>80.0 | 12<br>60.0 | 6<br>85.7 | 1<br>100.0<br>P | 1<br>100.0<br>P | 6<br>75.0 | 2<br>66.7 | 24<br>92.3<br>W | 8<br>57.1 | 1<br>100.0<br>W | - | 33<br>71.7 |
| STANDARD ERROR | 0.07 | - | 0.09 | 0.11 | 0.13 | - | 0.17 | 0.10 | 0.10 | 0.11 | 0.14 | 0.11 | 0.14 | 0.08 | 0.20 | 0.11 | 0.14 | 0.0 | 0.0 | 0.16 | 0.33 | 0.05 | 0.14 | 0.0 | - | 0.07 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q040M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Do you have features or devices on any of your home appliances that help you control the energy usage?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 42<br>100% | - | 11<br>100% | 20<br>100% | 11<br>100% | - | 10<br>100% | 15<br>100% | 17<br>100% | 14<br>100% | 10<br>100% | 18<br>100% | 12<br>100% | 30<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 2<br>100% | 25<br>100% | 11<br>100% | 1<br>100% | - | 42<br>100% |
| Yes | 14<br>33.3 | - | 2<br>18.2 | 7<br>35.0 | 5<br>45.5 | - | 2<br>20.0 | 6<br>40.0 | 6<br>35.3 | 5<br>35.7 | 4<br>40.0 | 5<br>27.8 | 3<br>25.0 | 11<br>36.7 | 1<br>20.0 | 7<br>38.9 | 2<br>28.6 | - | 1<br>100.0<br>OPQT | 2<br>25.0 | 1<br>50.0 | 7<br>28.0 | 6<br>54.5 | 1<br>100.0<br>VW | - | 14<br>33.3 |
| No | 28<br>66.7 | - | 9<br>81.8 | 13<br>65.0 | 6<br>54.5 | - | 8<br>80.0 | 9<br>60.0 | 11<br>64.7 | 9<br>64.3 | 6<br>60.0 | 13<br>72.2 | 9<br>75.0 | 19<br>63.3 | 4<br>80.0 | 11<br>61.1 | 5<br>71.4 | 1<br>100.0<br>Pq | - | 6<br>75.0 | 1<br>50.0 | 18<br>72.0 | 5<br>45.5 | - | - | 28<br>66.7 |
| NO ANSWER | 4<br>9.5 | - | - | 1<br>5.0 | 3<br>27.3 | - | - | 1<br>6.7 | 3<br>17.6 | 2<br>14.3 | 1<br>10.0 | 1<br>5.6 | 1<br>8.3 | 3<br>10.0 | - | 2<br>11.1 | - | - | - | - | 1<br>50.0 | 1<br>4.0 | 3<br>27.3<br>v | - | - | 4<br>9.5 |
| STANDARD ERROR | 0.23 | - | 0.12 | 0.28 | 0.63 | - | 0.13 | 0.36 | 0.45 | 0.47 | 0.51 | 0.30 | 0.42 | 0.28 | 0.20 | 0.39 | 0.18 | 0.0 | 0.0 | 0.16 | 1.86 | 0.22 | 0.64 | 0.0 | - | 0.23 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_A

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? SET-BACK/PROGRAMMABLE THERMOSTAT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 5<br>35.7 | - | 1<br>50.0 | 3<br>42.9 | 1<br>20.0 | - | - | 4<br>66.7<br>I | 1<br>16.7 | - | 3<br>75.0 | 2<br>40.0 | 1<br>33.3 | 4<br>36.4 | - | 2<br>28.6 | 1<br>50.0 | - | - | 2<br>100.0<br>P | - | 2<br>28.6 | 2<br>33.3 | 1<br>100.0<br>VW | - | 5<br>35.7 |
| No | 9<br>64.3 | - | 1<br>50.0 | 4<br>57.1 | 4<br>80.0 | - | 2<br>100.0<br>H | 2<br>33.3 | 5<br>83.3<br>H | 5<br>100.0<br>Kl | 1<br>25.0 | 3<br>60.0 | 2<br>66.7 | 7<br>63.6 | 1<br>100.0<br>p | 5<br>71.4 | 1<br>50.0 | - | 1<br>100.0<br>p | - | 1<br>100.0<br>p | 5<br>71.4 | 4<br>66.7 | - | - | 9<br>64.3 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.13 | - | 0.50 | 0.20 | 0.20 | - | 0.0 | 0.21 | 0.17 | 0.0 | 0.25 | 0.24 | 0.33 | 0.15 | 0.0 | 0.18 | 0.50 | - | 0.0 | 0.0 | 0.0 | 0.18 | 0.21 | 0.0 | - | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_B

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? WATER HEATER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 4<br>28.6 | - | - | 3<br>42.9 | 1<br>20.0 | - | - | 3<br>50.0 | 1<br>16.7 | - | 1<br>25.0 | 3<br>60.0 | 1<br>33.3 | 3<br>27.3 | - | 2<br>28.6 | 2<br>100.0<br>P | - | - | - | - | 4<br>57.1 | - | - | - | 4<br>28.6 |
| No | 10<br>71.4 | - | 2<br>100.0<br>D | 4<br>57.1 | 4<br>80.0 | - | 2<br>100.0<br>H | 3<br>50.0 | 5<br>83.3 | 5<br>100.0<br>L | 3<br>75.0 | 2<br>40.0 | 2<br>66.7 | 8<br>72.7 | 1<br>100.0<br>p | 5<br>71.4 | - | - | 1<br>100.0<br>p | 2<br>100.0<br>p | 1<br>100.0<br>p | 3<br>42.9 | 6<br>100.0<br>V | 1<br>100.0<br>V | - | 10<br>71.4 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.13 | - | 0.0 | 0.20 | 0.20 | - | 0.0 | 0.22 | 0.17 | 0.0 | 0.25 | 0.24 | 0.33 | 0.14 | 0.0 | 0.18 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.20 | 0.0 | 0.0 | - | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_C

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? DISHWASHER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 2<br>14.3 | - | - | 1<br>14.3 | 1<br>20.0 | - | - | 1<br>16.7 | 1<br>16.7 | 1<br>20.0 | 1<br>25.0 | - | - | 2<br>18.2 | - | 2<br>28.6 | - | - | - | - | - | 1<br>14.3 | 1<br>16.7 | - | - | 2<br>14.3 |
| No | 12<br>85.7 | - | 2<br>100.0 | 6<br>85.7 | 4<br>80.0 | - | 2<br>100.0 | 5<br>83.3 | 5<br>83.3 | 4<br>80.0 | 3<br>75.0 | 5<br>100.0 | 3<br>100.0 | 9<br>81.8 | 1<br>100.0<br>p | 5<br>71.4 | 2<br>100.0<br>p | - | 1<br>100.0<br>p | 2<br>100.0<br>p | 1<br>100.0<br>p | 6<br>85.7 | 5<br>83.3 | 1<br>100.0 | - | 12<br>85.7 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.10 | - | 0.0 | 0.14 | 0.20 | - | 0.0 | 0.17 | 0.17 | 0.20 | 0.25 | 0.0 | 0.0 | 0.12 | 0.0 | 0.18 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.14 | 0.17 | 0.0 | - | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_D

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? LIGHTING TIMERS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 2<br>14.3 | - | - | 2<br>28.6 | - | - | - | 2<br>33.3 | - | - | 1<br>25.0 | 1<br>20.0 | - | 2<br>18.2 | - | 1<br>14.3 | 1<br>50.0 | - | - | - | - | 2<br>28.6 | - | - | - | 2<br>14.3 |
| No | 12<br>85.7 | - | 2<br>100.0<br>d | 5<br>71.4 | 5<br>100.0<br>d | - | 2<br>100.0<br>h | 4<br>66.7 | 6<br>100.0<br>h | 5<br>100.0 | 3<br>75.0 | 4<br>80.0 | 3<br>100.0 | 9<br>81.8 | 1<br>100.0 | 6<br>85.7 | 1<br>50.0 | - | 1<br>100.0 | 2<br>100.0 | 1<br>100.0 | 5<br>71.4 | 6<br>100.0<br>v | 1<br>100.0<br>v | - | 12<br>85.7 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.10 | - | 0.0 | 0.18 | 0.0 | - | 0.0 | 0.21 | 0.0 | 0.0 | 0.25 | 0.20 | 0.0 | 0.12 | 0.0 | 0.14 | 0.50 | - | 0.0 | 0.0 | 0.0 | 0.18 | 0.0 | 0.0 | - | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_F

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? ENERGY STAR APPLIANCES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 2<br>14.3 | - | - | 2<br>28.6 | - | - | 1<br>50.0 | - | 1<br>16.7 | 1<br>20.0 | 1<br>25.0 | - | - | 2<br>18.2 | - | 1<br>14.3 | - | - | - | - | 1<br>100.0<br>P | 1<br>14.3 | 1<br>16.7 | - | - | 2<br>14.3 |
| No | 12<br>85.7 | - | 2<br>100.0<br>d | 5<br>71.4 | 5<br>100.0<br>d | - | 1<br>50.0 | 6<br>100.0 | 5<br>83.3 | 4<br>80.0 | 3<br>75.0 | 5<br>100.0 | 3<br>100.0 | 9<br>81.8 | 1<br>100.0 | 6<br>85.7 | 2<br>100.0 | - | 1<br>100.0 | 2<br>100.0 | - | 6<br>85.7 | 5<br>83.3 | 1<br>100.0 | - | 12<br>85.7 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.10 | - | 0.0 | 0.18 | 0.0 | - | 0.50 | 0.0 | 0.17 | 0.20 | 0.25 | 0.0 | 0.0 | 0.12 | 0.0 | 0.14 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.14 | 0.17 | 0.0 | - | 0.10 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_G

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? OTHER

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 14<br>100% | - | 2<br>100% | 7<br>100% | 5<br>100% | - | 2<br>100% | 6<br>100% | 6<br>100% | 5<br>100% | 4<br>100% | 5<br>100% | 3<br>100% | 11<br>100% | 1<br>100% | 7<br>100% | 2<br>100% | - | 1<br>100% | 2<br>100% | 1<br>100% | 7<br>100% | 6<br>100% | 1<br>100% | - | 14<br>100% |
| Yes | 4<br>28.6 | - | 1<br>50.0 | 2<br>28.6 | 1<br>20.0 | - | - | 2<br>33.3 | 2<br>33.3 | 1<br>20.0 | - | 3<br>60.0 | - | 4<br>36.4 | - | 3<br>42.9 | 1<br>50.0 | - | - | - | - | 2<br>28.6 | 2<br>33.3 | - | - | 4<br>28.6 |
| No | 10<br>71.4 | - | 1<br>50.0 | 5<br>71.4 | 4<br>80.0 | - | 2<br>100.0<br>hi | 4<br>66.7 | 4<br>66.7 | 4<br>80.0 | 4<br>100.0<br>L | 2<br>40.0 | 3<br>100.0<br>L | 7<br>63.6 | 1<br>100.0<br>P | 4<br>57.1 | 1<br>50.0 | - | 1<br>100.0<br>P | 2<br>100.0<br>P | 1<br>100.0<br>P | 5<br>71.4 | 4<br>66.7 | 1<br>100.0<br>vw | - | 10<br>71.4 |
| NO ANSWER | 32 | - | 9 | 14 | 9 | - | 8 | 10 | 14 | 11 | 7 | 14 | 10 | 22 | 4 | 13 | 5 | 1 | - | 6 | 2 | 19 | 8 | - | - | 32 |
| STANDARD ERROR | 0.13 | - | 0.50 | 0.18 | 0.20 | - | 0.0 | 0.21 | 0.21 | 0.20 | 0.0 | 0.24 | 0.0 | 0.15 | 0.0 | 0.20 | 0.50 | - | 0.0 | 0.0 | 0.0 | 0.18 | 0.21 | 0.0 | - | 0.13 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q050M
Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
How did your electricity bill change as a result of participating in the program?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 41<br>100% | - | 10<br>100% | 19<br>100% | 12<br>100% | - | 8<br>100% | 16<br>100% | 17<br>100% | 15<br>100% | 11<br>100% | 15<br>100% | 9<br>100% | 32<br>100% | 5<br>100% | 18<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 6<br>100% | 2<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 41<br>100% |
| Decrease | 26<br>63.4 | - | 8<br>80.0<br>E | 13<br>68.4 | 5<br>41.7 | - | 4<br>50.0 | 11<br>68.8 | 11<br>64.7 | 7<br>46.7 | 6<br>54.5 | 13<br>86.7<br>mJk | 5<br>55.6 | 21<br>65.6 | 4<br>80.0<br>p | 8<br>44.4 | 7<br>100.0<br>Pt | 1<br>100.0<br>Pt | - | 4<br>66.7 | 1<br>50.0 | 26<br>100.0 | - | - | - | 26<br>63.4 |
| Stay the same | 14<br>34.1 | - | 2<br>20.0 | 5<br>26.3 | 7<br>58.3<br>Cd | - | 4<br>50.0 | 4<br>25.0 | 6<br>35.3 | 8<br>53.3<br>L | 4<br>36.4 | 2<br>13.3 | 3<br>33.3 | 11<br>34.4 | 1<br>20.0 | 10<br>55.6<br>oT | - | - | 1<br>100.0<br>OPT | 1<br>16.7 | 1<br>50.0 | - | 14<br>100.0 | - | - | 14<br>34.1 |
| Increase | 1<br>2.4 | - | - | 1<br>5.3 | - | - | - | 1<br>6.2 | - | - | 1<br>9.1 | - | 1<br>11.1 | - | - | - | - | - | - | 1<br>16.7 | - | - | - | 1<br>100.0 | - | 1<br>2.4 |
| NO ANSWER | 5<br>12.2 | - | 1<br>10.0 | 2<br>10.5 | 2<br>16.7 | - | 2<br>25.0 | - | 3<br>17.6 | 1<br>6.7 | - | 4<br>26.7 | 4<br>44.4 | 1<br>3.1 | - | 2<br>11.1 | - | - | - | 2<br>33.3 | 1<br>50.0 | - | - | - | - | 5<br>12.2 |
| STANDARD ERROR | 0.27 | - | 0.54 | 0.39 | 0.54 | - | 0.75 | 0.15 | 0.47 | 0.36 | 0.21 | 0.57 | 0.74 | 0.19 | 0.20 | 0.39 | 0.0 | 0.0 | 0.0 | 0.93 | 1.86 | 0.0 | 0.0 | 0.0 | - | 0.27 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q055M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
How likely would you be to participate if the program was offered again? Would you say...

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| Very likely | 31<br>67.4 | - | 7<br>63.6 | 17<br>81.0<br>e | 7<br>50.0 | - | 7<br>70.0 | 11<br>68.8 | 13<br>65.0 | 9<br>56.2 | 7<br>63.6 | 15<br>78.9 | 8<br>61.5 | 23<br>69.7 | 4<br>80.0 | 12<br>60.0 | 7<br>100.0<br>PT | 1<br>100.0<br>PT | - | 4<br>50.0 | 2<br>66.7 | 24<br>92.3<br>W | 4<br>28.6 | - | - | 31<br>67.4 |
| Somewhat likely | 11<br>23.9 | - | 2<br>18.2 | 3<br>14.3 | 6<br>42.9<br>d | - | - | 4<br>25.0 | 7<br>35.0 | 5<br>31.2 | 3<br>27.3 | 3<br>15.8 | 3<br>23.1 | 8<br>24.2 | 1<br>20.0 | 6<br>30.0 | - | - | - | 3<br>37.5 | 1<br>33.3 | 2<br>7.7 | 7<br>50.0<br>V | 1<br>100.0<br>VW | - | 11<br>23.9 |
| Neither likely nor unlikely | 1<br>2.2 | - | 1<br>9.1 | - | - | - | 1<br>10.0 | - | - | - | - | 1<br>5.3 | 1<br>7.7 | - | - | - | - | - | - | 1<br>12.5 | - | - | - | - | - | 1<br>2.2 |
| Somewhat unlikely | 1<br>2.2 | - | - | - | 1<br>7.1 | - | - | 1<br>6.2 | - | 1<br>6.2 | - | - | - | 1<br>3.0 | - | 1<br>5.0 | - | - | - | - | - | - | 1<br>7.1 | - | - | 1<br>2.2 |
| Very unlikely | 2<br>4.3 | - | 1<br>9.1 | 1<br>4.8 | - | - | 2<br>20.0 | - | - | 1<br>6.2 | 1<br>9.1 | - | 1<br>7.7 | 1<br>3.0 | - | 1<br>5.0 | - | - | 1<br>100.0<br>P | - | - | - | 2<br>14.3 | - | - | 2<br>4.3 |
| MEAN<br>STANDARD ERROR | 4.48<br>0.14 | - | 4.27<br>0.38 | 4.67<br>0.20 | 4.36<br>0.23 | - | 4.00<br>0.54 | 4.56<br>0.20 | 4.65<br>0.11 | 4.25<br>0.30 | 4.36<br>0.36 | 4.74<br>0.13 | 4.31<br>0.33 | 4.55<br>0.16 | 4.80<br>0.20 | 4.35<br>0.24 | 5.00<br>0.0 | 5.00<br>0.0 | 1.00<br>0.0 | 4.38<br>0.26 | 4.67<br>0.33 | 4.92<br>0.05 | 3.71<br>0.37 | 4.00<br>0.0 | - | 4.48<br>0.14 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q060M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
Age group

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| 25 to 44 | 11<br>23.9 | - | 11<br>100.0 | - | - | - | 3<br>30.0 | 7<br>43.8<br>I | 1<br>5.0 | 4<br>25.0 | 2<br>18.2 | 5<br>26.3 | 1<br>7.7 | 10<br>30.3 | 1<br>20.0 | 3<br>15.0 | 4<br>57.1<br>P | - | 1<br>100.0<br>OPQT | 2<br>25.0 | - | 8<br>30.8 | 2<br>14.3 | - | - | 11<br>23.9 |
| 45 to 64 | 21<br>45.7 | - | - | 21<br>100.0 | - | - | 6<br>60.0 | 6<br>37.5 | 9<br>45.0 | 4<br>25.0 | 8<br>72.7<br>J | 9<br>47.4 | 6<br>46.2 | 15<br>45.5 | 2<br>40.0 | 10<br>50.0 | 3<br>42.9 | 1<br>100.0<br>OPQTU | - | 4<br>50.0 | 1<br>33.3 | 13<br>50.0 | 5<br>35.7 | 1<br>100.0<br>VW | - | 21<br>45.7 |
| 65+ | 14<br>30.4 | - | - | - | 14<br>100.0 | - | 1<br>10.0 | 3<br>18.8 | 10<br>50.0<br>GH | 8<br>50.0<br>K | 1<br>9.1 | 5<br>26.3 | 6<br>46.2 | 8<br>24.2 | 2<br>40.0 | 7<br>35.0 | - | - | - | 2<br>25.0 | 2<br>66.7 | 5<br>19.2 | 7<br>50.0<br>V | - | - | 14<br>30.4 |
| STANDARD ERROR | 0.11 | - | 0.0 | 0.0 | 0.0 | - | 0.20 | 0.19 | 0.14 | 0.21 | 0.16 | 0.17 | 0.18 | 0.13 | 0.37 | 0.16 | 0.20 | 0.0 | 0.0 | 0.27 | 0.33 | 0.14 | 0.20 | 0.0 | - | 0.11 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q065M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
How long have you been an Idaho Power customer?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| 1 to 10 years | 10<br>21.7 | - | 3<br>27.3 | 6<br>28.6<br>e | 1<br>7.1 | - | 10<br>100.0 | - | - | 3<br>18.8 | 3<br>27.3 | 4<br>21.1 | 3<br>23.1 | 7<br>21.2 | 1<br>20.0 | 5<br>25.0 | 1<br>14.3 | - | 1<br>100.0<br>OPQT | 2<br>25.0 | - | 4<br>15.4 | 4<br>28.6 | - | - | 10<br>21.7 |
| 11 to 25 years | 16<br>34.8 | - | 7<br>63.6<br>DE | 6<br>28.6 | 3<br>21.4 | - | - | 16<br>100.0 | - | 4<br>25.0 | 6<br>54.5 | 6<br>31.6 | 2<br>15.4 | 14<br>42.4 | 2<br>40.0 | 5<br>25.0 | 6<br>85.7<br>OPT | - | - | 3<br>37.5 | - | 11<br>42.3 | 4<br>28.6 | 1<br>100.0<br>VW | - | 16<br>34.8 |
| 26 years or more | 20<br>43.5 | - | 1<br>9.1 | 9<br>42.9<br>C | 10<br>71.4<br>Cd | - | - | - | 20<br>100.0 | 9<br>56.2<br>K | 2<br>18.2 | 9<br>47.4<br>k | 8<br>61.5 | 12<br>36.4 | 2<br>40.0 | 10<br>50.0 | - | 1<br>100.0<br>OPT | - | 3<br>37.5 | 3<br>100.0<br>OPT | 11<br>42.3 | 6<br>42.9 | - | - | 20<br>43.5 |
| STANDARD ERROR | 0.12 | - | 0.18 | 0.19 | 0.17 | - | 0.0 | 0.0 | 0.0 | 0.20 | 0.21 | 0.18 | 0.24 | 0.13 | 0.37 | 0.19 | 0.14 | 0.0 | 0.0 | 0.30 | 0.0 | 0.14 | 0.23 | 0.0 | - | 0.12 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q070M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
During your participation in the program, how many people, including yourself, lived in your household?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| One member household | 8<br>17.4 | - | 1<br>9.1 | 3<br>14.3 | 4<br>28.6 | - | - | 2<br>12.5 | 6<br>30.0 | 6<br>37.5<br>l | - | 2<br>10.5 | 2<br>15.4 | 6<br>18.2 | 1<br>20.0 | 5<br>25.0 | 1<br>14.3 | - | - | - | 1<br>33.3 | 3<br>11.5 | 5<br>35.7<br>v | - | - | 8<br>17.4 |
| 2-4 member household | 33<br>71.7 | - | 7<br>63.6 | 17<br>81.0 | 9<br>64.3 | - | 10<br>100.0<br>HI | 11<br>68.8 | 12<br>60.0 | 10<br>62.5 | 9<br>81.8 | 14<br>73.7 | 10<br>76.9 | 23<br>69.7 | 4<br>80.0 | 14<br>70.0 | 4<br>57.1 | - | 1<br>100.0<br>PQU | 8<br>100.0<br>PQU | 1<br>33.3 | 19<br>73.1 | 9<br>64.3 | 1<br>100.0<br>VW | - | 33<br>71.7 |
| 5 or more member household | 5<br>10.9 | - | 3<br>27.3 | 1<br>4.8 | 1<br>7.1 | - | - | 3<br>18.8 | 2<br>10.0 | - | 2<br>18.2 | 3<br>15.8 | 1<br>7.7 | 4<br>12.1 | - | 1<br>5.0 | 2<br>28.6 | 1<br>100.0<br>PQU | - | - | 1<br>33.3 | 4<br>15.4 | - | - | - | 5<br>10.9 |
| STANDARD ERROR | 0.08 | - | 0.18 | 0.10 | 0.15 | - | 0.0 | 0.14 | 0.14 | 0.12 | 0.12 | 0.12 | 0.14 | 0.10 | 0.20 | 0.12 | 0.26 | 0.0 | 0.0 | 0.0 | 0.58 | 0.10 | 0.13 | 0.0 | - | 0.08 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q075M

Idaho Power
Energy Watch

Idaho Power Emmett Study Year 2- Participants
What is the highest level of education you have completed?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 46 | - | 11 | 21 | 14 | - | 10 | 16 | 20 | 16 | 11 | 19 | 13 | 33 | 5 | 20 | 7 | 1 | 1 | 8 | 3 | 26 | 14 | 1 | - | 46 |
| TOTAL VALID | 46<br>100% | - | 11<br>100% | 21<br>100% | 14<br>100% | - | 10<br>100% | 16<br>100% | 20<br>100% | 16<br>100% | 11<br>100% | 19<br>100% | 13<br>100% | 33<br>100% | 5<br>100% | 20<br>100% | 7<br>100% | 1<br>100% | 1<br>100% | 8<br>100% | 3<br>100% | 26<br>100% | 14<br>100% | 1<br>100% | - | 46<br>100% |
| High school or less | 16<br>34.8 | - | 4<br>36.4 | 4<br>19.0 | 8<br>57.1<br>D | - | 3<br>30.0 | 4<br>25.0 | 9<br>45.0 | 16<br>100.0 | - | - | 6<br>46.2 | 10<br>30.3 | 3<br>60.0<br>q | 6<br>30.0 | 1<br>14.3 | - | 1<br>100.0<br>oPQTU | 3<br>37.5 | 1<br>33.3 | 7<br>26.9 | 8<br>57.1<br>v | - | - | 16<br>34.8 |
| Some college | 11<br>23.9 | - | 2<br>18.2 | 8<br>38.1<br>E | 1<br>7.1 | - | 3<br>30.0 | 6<br>37.5<br>I | 2<br>10.0 | - | 11<br>100.0 | - | 2<br>15.4 | 9<br>27.3 | - | 6<br>30.0 | 1<br>14.3 | - | - | 3<br>37.5 | 1<br>33.3 | 6<br>23.1 | 4<br>28.6 | 1<br>100.0<br>VW | - | 11<br>23.9 |
| College degree or higher | 19<br>41.3 | - | 5<br>45.5 | 9<br>42.9 | 5<br>35.7 | - | 4<br>40.0 | 6<br>37.5 | 9<br>45.0 | - | - | 19<br>100.0<br>M | 5<br>38.5 | 14<br>42.4 | 2<br>40.0 | 8<br>40.0 | 5<br>71.4<br>T | 1<br>100.0<br>OPqTU | - | 2<br>25.0 | 1<br>33.3 | 13<br>50.0<br>W | 2<br>14.3 | - | - | 19<br>41.3 |
| STANDARD ERROR | 0.20 | - | 0.43 | 0.24 | 0.39 | - | 0.42 | 0.30 | 0.33 | 0.0 | 0.0 | 0.0 | 0.40 | 0.22 | 0.73 | 0.29 | 0.43 | 0.0 | 0.0 | 0.46 | 0.88 | 0.25 | 0.33 | 0.0 | - | 0.20 |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

# Time of Day

Table Q005M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
How did you first learn about the program that Idaho Power offered to Emmett area residents?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 53<br>100% | - | 5<br>100% | 17<br>100% | 31<br>100% | - | 6<br>100% | 12<br>100% | 34<br>100% | 23<br>100% | 15<br>100% | 15<br>100% | 12<br>100% | 41<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 30<br>100% | 7<br>100% | 4<br>100% | 53<br>100% | - |
| Participated last year | 7<br>13.2 | - | 1<br>20.0 | 3<br>17.6 | 3<br>9.7 | - | 1<br>16.7 | 2<br>16.7 | 4<br>11.8 | 2<br>8.7 | 2<br>13.3 | 3<br>20.0 | - | 7<br>17.1 | 7<br>100.0 | - | - | - | - | - | - | 6<br>20.0 | - | - | 7<br>13.2 | - |
| Mailing from Idaho Power | 33<br>62.3 | - | 3<br>60.0 | 10<br>58.8 | 20<br>64.5 | - | 3<br>50.0 | 8<br>66.7 | 22<br>64.7 | 14<br>60.9 | 9<br>60.0 | 10<br>66.7 | 10<br>83.3 | 23<br>56.1 | - | 33<br>100.0 | - | - | - | - | - | 16<br>53.3 | 6<br>85.7<br>V | 2<br>50.0 | 33<br>62.3 | - |
| Friend or Neighbor | 1<br>1.9 | - | - | - | 1<br>3.2 | - | - | - | 1<br>2.9 | 1<br>4.3 | - | - | - | 1<br>2.4 | - | - | - | - | 1<br>100.0 | - | - | 1<br>3.3 | - | - | 1<br>1.9 | - |
| Message on bill | 6<br>11.3 | - | 1<br>20.0 | 2<br>11.8 | 3<br>9.7 | - | 1<br>16.7 | 1<br>8.3 | 3<br>8.8 | 3<br>13.0 | 2<br>13.3 | 1<br>6.7 | 1<br>8.3 | 5<br>12.2 | - | - | - | - | - | 6<br>100.0 | - | 4<br>13.3 | - | 1<br>25.0 | 6<br>11.3 | - |
| Other | 6<br>11.3 | - | - | 2<br>11.8 | 4<br>12.9 | - | 1<br>16.7 | 1<br>8.3 | 4<br>11.8 | 3<br>13.0 | 2<br>13.3 | 1<br>6.7 | 1<br>8.3 | 5<br>12.2 | - | - | - | - | - | - | 6<br>100.0 | 3<br>10.0 | 1<br>14.3 | 1<br>25.0 | 6<br>11.3 | - |
| NO ANSWER | 3<br>5.7 | - | - | - | 3<br>9.7 | - | 2<br>33.3 | - | 1<br>2.9 | 3<br>13.0 | - | - | 2<br>16.7 | 1<br>2.4 | - | - | - | - | - | - | - | 1<br>3.3 | 1<br>14.3 | - | 3<br>5.7 | - |
| STANDARD ERROR | 2.26 | - | 0.87 | 0.51 | 3.67 | - | 12.08 | 0.54 | 2.14 | 4.73 | 0.56 | 0.45 | 7.22 | 1.79 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 2.42 | 9.31 | 1.31 | 2.26 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q010M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Overall, how satisfied are you with the energy-pricing program you participated in? Would you say...

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 54<br>100% | - | 5<br>100% | 16<br>100% | 33<br>100% | - | 7<br>100% | 12<br>100% | 34<br>100% | 26<br>100% | 15<br>100% | 13<br>100% | 13<br>100% | 41<br>100% | 7<br>100% | 32<br>100% | - | - | 1<br>100% | 6<br>100% | 5<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 54<br>100% | - |
| Very satisfied | 32<br>59.3 | - | - | 11<br>68.8 | 21<br>63.6 | - | 6<br>85.7<br>H | 4<br>33.3 | 21<br>61.8<br>h | 18<br>69.2<br>l | 9<br>60.0 | 5<br>38.5 | 9<br>69.2<br>l | 23<br>56.1 | 5<br>71.4 | 17<br>53.1 | - | - | 1<br>100.0<br>oPU | 5<br>83.3<br>p | 2<br>40.0 | 25<br>80.6<br>W | 1<br>12.5 | 2<br>50.0 | 32<br>59.3 | - |
| Somewhat satisfied | 15<br>27.8 | - | 2<br>40.0 | 3<br>18.8 | 10<br>30.3 | - | - | 5<br>41.7 | 10<br>29.4 | 5<br>19.2 | 4<br>26.7 | 6<br>46.2<br>mj | 2<br>15.4 | 13<br>31.7 | 1<br>14.3 | 13<br>40.6<br>o | - | - | - | - | 1<br>20.0 | 4<br>12.9 | 4<br>50.0<br>V | 1<br>25.0 | 15<br>27.8 | - |
| Neither satisfied nor dissatisfied | 5<br>9.3 | - | 3<br>60.0<br>DE | 1<br>6.2 | 1<br>3.0 | - | 1<br>14.3 | 3<br>25.0<br>i | 1<br>2.9 | 2<br>7.7 | 1<br>6.7 | 2<br>15.4 | 2<br>15.4 | 3<br>7.3 | 1<br>14.3 | 2<br>6.2 | - | - | - | 1<br>16.7 | - | 1<br>3.2 | 3<br>37.5<br>V | - | 5<br>9.3 | - |
| Somewhat dissatisfied | 2<br>3.7 | - | - | 1<br>6.2 | 1<br>3.0 | - | - | - | 2<br>5.9 | 1<br>3.8 | 1<br>6.7 | - | - | 2<br>4.9 | - | - | - | - | - | - | 2<br>40.0 | 1<br>3.2 | - | 1<br>25.0 | 2<br>3.7 | - |
| NO ANSWER | 2<br>3.7 | - | - | 1<br>6.2 | 1<br>3.0 | - | 1<br>14.3 | - | 1<br>2.9 | - | - | 2<br>15.4 | 1<br>7.7 | 1<br>2.4 | - | 1<br>3.1 | - | - | - | - | 1<br>20.0 | - | - | - | 2<br>3.7 | - |
| MEAN<br>STANDARD ERROR | 4.52<br>0.12 | - | 3.40<br>0.24 | 4.65<br>0.26 | 4.62<br>0.14 | - | 5.00<br>0.38 | 4.08<br>0.23 | 4.54<br>0.16 | 4.54<br>0.16 | 4.40<br>0.24 | 4.60<br>0.31 | 4.71<br>0.27 | 4.45<br>0.14 | 4.57<br>0.30 | 4.55<br>0.13 | - | - | 5.00<br>0.0 | 4.67<br>0.33 | 4.17<br>0.79 | 4.71<br>0.12 | 3.75<br>0.25 | 4.00<br>0.71 | 4.52<br>0.12 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table GENDER

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Participant's gender

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| Total | 56<br>100.0 | - | 5<br>100.0 | 17<br>100.0 | 34<br>100.0 | - | 8<br>100.0 | 12<br>100.0 | 35<br>100.0 | 26<br>100.0 | 15<br>100.0 | 15<br>100.0 | 14<br>100.0 | 42<br>100.0 | 7<br>100.0 | 33<br>100.0 | - | - | 1<br>100.0 | 6<br>100.0 | 6<br>100.0 | 31<br>100.0 | 8<br>100.0 | 4<br>100.0 | 56<br>100.0 | - |
| Male | 14<br>25.0 | - | 2<br>40.0 | 3<br>17.6 | 9<br>26.5 | - | 5<br>62.5<br>hI | 3<br>25.0 | 6<br>17.1 | 10<br>38.5<br>L | 3<br>20.0 | 1<br>6.7 | 14<br>100.0<br>L | - | - | 10<br>30.3 | - | - | - | 1<br>16.7 | 1<br>16.7 | 9<br>29.0 | 1<br>12.5 | - | 14<br>25.0 | - |
| Female | 42<br>75.0 | - | 3<br>60.0 | 14<br>82.4 | 25<br>73.5 | - | 3<br>37.5 | 9<br>75.0<br>g | 29<br>82.9<br>G | 16<br>61.5 | 12<br>80.0 | 14<br>93.3<br>J | - | 42<br>100.0 | 7<br>100.0<br>P | 23<br>69.7 | - | - | 1<br>100.0<br>P | 5<br>83.3 | 5<br>83.3 | 22<br>71.0 | 7<br>87.5 | 4<br>100.0<br>V | 42<br>75.0 | - |
| STANDARD ERROR | 0.05 | - | 0.15 | 0.09 | 0.06 | - | 0.10 | 0.10 | 0.06 | 0.06 | 0.09 | 0.09 | 0.0 | 0.05 | 0.14 | 0.06 | - | - | 0.50 | 0.15 | 0.15 | 0.06 | 0.13 | 0.19 | 0.05 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_A

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? LOWERED POWER BILL

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 28<br>62.2 | - | 1<br>50.0 | 7<br>50.0 | 20<br>69.0 | - | 3<br>50.0 | 4<br>44.4 | 20<br>69.0 | 14<br>60.9 | 8<br>72.7 | 6<br>54.5 | 6<br>54.5 | 22<br>64.7 | 5<br>83.3<br>P | 15<br>53.6 | - | - | 1<br>100.0<br>P | 4<br>80.0 | 2<br>66.7 | 19<br>65.5 | 3<br>75.0 | 1<br>33.3 | 28<br>62.2 | - |
| No | 17<br>37.8 | - | 1<br>50.0 | 7<br>50.0 | 9<br>31.0 | - | 3<br>50.0 | 5<br>55.6 | 9<br>31.0 | 9<br>39.1 | 3<br>27.3 | 5<br>45.5 | 5<br>45.5 | 12<br>35.3 | 1<br>16.7 | 13<br>46.4<br>o | - | - | - | 1<br>20.0 | 1<br>33.3 | 10<br>34.5 | 1<br>25.0 | 2<br>66.7 | 17<br>37.8 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.07 | - | 0.50 | 0.14 | 0.09 | - | 0.22 | 0.18 | 0.09 | 0.10 | 0.14 | 0.16 | 0.16 | 0.08 | 0.17 | 0.10 | - | - | 0.0 | 0.20 | 0.33 | 0.09 | 0.25 | 0.33 | 0.07 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_B

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? HELPED CONSERVE ENERGY

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 6<br>13.3 | - | - | 4<br>28.6<br>e | 2<br>6.9 | - | - | 3<br>33.3 | 3<br>10.3 | 5<br>21.7 | 1<br>9.1 | - | 1<br>9.1 | 5<br>14.7 | - | 4<br>14.3 | - | - | - | 1<br>20.0 | 1<br>33.3 | 4<br>13.8 | 1<br>25.0 | 1<br>33.3 | 6<br>13.3 | - |
| No | 39<br>86.7 | - | 2<br>100.0<br>D | 10<br>71.4 | 27<br>93.1<br>d | - | 6<br>100.0<br>Hi | 6<br>66.7 | 26<br>89.7 | 18<br>78.3 | 10<br>90.9 | 11<br>100.0<br>J | 10<br>90.9 | 29<br>85.3 | 6<br>100.0<br>P | 24<br>85.7 | - | - | 1<br>100.0<br>P | 4<br>80.0 | 2<br>66.7 | 25<br>86.2 | 3<br>75.0 | 2<br>66.7 | 39<br>86.7 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.05 | - | 0.0 | 0.13 | 0.05 | - | 0.0 | 0.17 | 0.06 | 0.09 | 0.09 | 0.0 | 0.09 | 0.06 | 0.0 | 0.07 | - | - | 0.0 | 0.20 | 0.33 | 0.07 | 0.25 | 0.33 | 0.05 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? EASY TO PARTICIPATE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 3<br>6.7 | - | - | - | 3<br>10.3 | - | 2<br>33.3 | - | 1<br>3.4 | 3<br>13.0 | - | - | 2<br>18.2 | 1<br>2.9 | - | 2<br>7.1 | - | - | - | - | 1<br>33.3 | 3<br>10.3 | - | - | 3<br>6.7 | - |
| No | 42<br>93.3 | - | 2<br>100.0<br>e | 14<br>100.0<br>e | 26<br>89.7 | - | 4<br>66.7 | 9<br>100.0<br>g | 28<br>96.6 | 20<br>87.0 | 11<br>100.0<br>j | 11<br>100.0<br>j | 9<br>81.8 | 33<br>97.1 | 6<br>100.0 | 26<br>92.9 | - | - | 1<br>100.0 | 5<br>100.0 | 2<br>66.7 | 26<br>89.7 | 4<br>100.0<br>v | 3<br>100.0<br>v | 42<br>93.3 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.04 | - | 0.0 | 0.0 | 0.06 | - | 0.21 | 0.0 | 0.03 | 0.07 | 0.0 | 0.0 | 0.12 | 0.03 | 0.0 | 0.05 | - | - | 0.0 | 0.0 | 0.33 | 0.06 | 0.0 | 0.0 | 0.04 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_D

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? ROUTINE CHANGE NOT INCONVENIENT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 3<br>6.7 | - | - | - | 3<br>10.3 | - | 2<br>33.3 | - | 1<br>3.4 | 2<br>8.7 | - | 1<br>9.1 | 1<br>9.1 | 2<br>5.9 | - | 2<br>7.1 | - | - | - | - | - | 2<br>6.9 | - | - | 3<br>6.7 | - |
| No | 42<br>93.3 | - | 2<br>100.0<br>e | 14<br>100.0<br>e | 26<br>89.7 | - | 4<br>66.7 | 9<br>100.0<br>g | 28<br>96.6 | 21<br>91.3 | 11<br>100.0 | 10<br>90.9 | 10<br>90.9 | 32<br>94.1 | 6<br>100.0 | 26<br>92.9 | - | - | 1<br>100.0 | 5<br>100.0 | 3<br>100.0 | 27<br>93.1 | 4<br>100.0 | 3<br>100.0 | 42<br>93.3 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.04 | - | 0.0 | 0.0 | 0.06 | - | 0.21 | 0.0 | 0.03 | 0.06 | 0.0 | 0.09 | 0.09 | 0.04 | 0.0 | 0.05 | - | - | 0.0 | 0.0 | 0.0 | 0.05 | 0.0 | 0.0 | 0.04 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_E

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? CONVENIENT TIME SCHEDULE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 3<br>6.7 | - | - | - | 3<br>10.3 | - | - | - | 3<br>10.3 | 1<br>4.3 | 2<br>18.2 | - | - | 3<br>8.8 | - | 2<br>7.1 | - | - | - | - | 1<br>33.3 | 2<br>6.9 | - | - | 3<br>6.7 | - |
| No | 42<br>93.3 | - | 2<br>100.0<br>e | 14<br>100.0<br>e | 26<br>89.7 | - | 6<br>100.0<br>i | 9<br>100.0<br>i | 26<br>89.7 | 22<br>95.7 | 9<br>81.8 | 11<br>100.0 | 11<br>100.0 | 31<br>91.2 | 6<br>100.0 | 26<br>92.9 | - | - | 1<br>100.0 | 5<br>100.0 | 2<br>66.7 | 27<br>93.1 | 4<br>100.0 | 3<br>100.0 | 42<br>93.3 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.04 | - | 0.0 | 0.0 | 0.06 | - | 0.0 | 0.0 | 0.06 | 0.04 | 0.12 | 0.0 | 0.0 | 0.05 | 0.0 | 0.05 | - | - | 0.0 | 0.0 | 0.33 | 0.05 | 0.0 | 0.0 | 0.04 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q020_F

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Why are you satisfied with the energy-pricing program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 45<br>100% | - | 2<br>100% | 14<br>100% | 29<br>100% | - | 6<br>100% | 9<br>100% | 29<br>100% | 23<br>100% | 11<br>100% | 11<br>100% | 11<br>100% | 34<br>100% | 6<br>100% | 28<br>100% | - | - | 1<br>100% | 5<br>100% | 3<br>100% | 29<br>100% | 4<br>100% | 3<br>100% | 45<br>100% | - |
| Yes | 12<br>26.7 | - | 2<br>100.0<br>DE | 5<br>35.7 | 5<br>17.2 | - | 1<br>16.7 | 4<br>44.4 | 7<br>24.1 | 5<br>21.7 | 1<br>9.1 | 6<br>54.5<br>mjK | 2<br>18.2 | 10<br>29.4 | 1<br>16.7 | 9<br>32.1 | - | - | - | 1<br>20.0 | - | 6<br>20.7 | 1<br>25.0 | 1<br>33.3 | 12<br>26.7 | - |
| No | 33<br>73.3 | - | - | 9<br>64.3 | 24<br>82.8 | - | 5<br>83.3 | 5<br>55.6 | 22<br>75.9 | 18<br>78.3<br>l | 10<br>90.9<br>L | 5<br>45.5 | 9<br>81.8<br>l | 24<br>70.6 | 5<br>83.3 | 19<br>67.9 | - | - | 1<br>100.0<br>P | 4<br>80.0 | 3<br>100.0<br>P | 23<br>79.3 | 3<br>75.0 | 2<br>66.7 | 33<br>73.3 | - |
| NO ANSWER | 11 | - | 3 | 3 | 5 | - | 2 | 3 | 6 | 3 | 4 | 4 | 3 | 8 | 1 | 5 | - | - | - | 1 | 3 | 2 | 4 | 1 | 11 | - |
| STANDARD ERROR | 0.07 | - | 0.0 | 0.13 | 0.07 | - | 0.17 | 0.18 | 0.08 | 0.09 | 0.09 | 0.16 | 0.12 | 0.08 | 0.17 | 0.09 | - | - | 0.0 | 0.20 | 0.0 | 0.08 | 0.25 | 0.33 | 0.07 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q025M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Did you change the way you use electricity in your home as a result of participating in this program?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 55<br>100% | - | 5<br>100% | 17<br>100% | 33<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 25<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 41<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 5<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 3<br>100% | 55<br>100% | - |
| Yes | 41<br>74.5 | - | 4<br>80.0 | 14<br>82.4 | 23<br>69.7 | - | 8<br>100.0<br>I | 11<br>91.7<br>I | 22<br>62.9 | 19<br>76.0 | 11<br>73.3 | 11<br>73.3 | 10<br>71.4 | 31<br>75.6 | 6<br>85.7 | 23<br>69.7 | - | - | 1<br>100.0<br>Pu | 4<br>80.0 | 4<br>66.7 | 23<br>74.2 | 6<br>75.0 | 3<br>100.0<br>V | 41<br>74.5 | - |
| No | 14<br>25.5 | - | 1<br>20.0 | 3<br>17.6 | 10<br>30.3 | - | - | 1<br>8.3 | 13<br>37.1<br>H | 6<br>24.0 | 4<br>26.7 | 4<br>26.7 | 4<br>28.6 | 10<br>24.4 | 1<br>14.3 | 10<br>30.3 | - | - | - | 1<br>20.0 | 2<br>33.3 | 8<br>25.8 | 2<br>25.0 | - | 14<br>25.5 | - |
| NO ANSWER | 1<br>1.8 | - | - | - | 1<br>3.0 | - | - | - | - | 1<br>4.0 | - | - | - | 1<br>2.4 | - | - | - | - | - | 1<br>20.0 | - | - | - | 1<br>33.3 | 1<br>1.8 | - |
| STANDARD ERROR | 0.12 | - | 0.20 | 0.10 | 0.19 | - | 0.0 | 0.08 | 0.08 | 0.24 | 0.12 | 0.12 | 0.13 | 0.15 | 0.14 | 0.08 | - | - | 0.0 | 0.98 | 0.21 | 0.08 | 0.16 | 1.50 | 0.12 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_A

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? DID LAUNDRY AT NIGHT OR ON WEEKENDS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 36<br>87.8 | - | 3<br>75.0 | 13<br>92.9 | 20<br>87.0 | - | 7<br>87.5 | 10<br>90.9 | 19<br>86.4 | 15<br>78.9 | 10<br>90.9 | 11<br>100.0<br>J | 8<br>80.0 | 28<br>90.3 | 6<br>100.0<br>p | 20<br>87.0 | - | - | 1<br>100.0<br>p | 4<br>100.0<br>p | 4<br>100.0<br>p | 22<br>95.7 | 4<br>66.7 | 2<br>66.7 | 36<br>87.8 | - |
| No | 5<br>12.2 | - | 1<br>25.0 | 1<br>7.1 | 3<br>13.0 | - | 1<br>12.5 | 1<br>9.1 | 3<br>13.6 | 4<br>21.1 | 1<br>9.1 | - | 2<br>20.0 | 3<br>9.7 | - | 3<br>13.0 | - | - | - | - | - | 1<br>4.3 | 2<br>33.3 | 1<br>33.3 | 5<br>12.2 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.05 | - | 0.25 | 0.07 | 0.07 | - | 0.12 | 0.09 | 0.07 | 0.10 | 0.09 | 0.0 | 0.13 | 0.05 | 0.0 | 0.07 | - | - | 0.0 | 0.0 | 0.0 | 0.04 | 0.21 | 0.33 | 0.05 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_B

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? WASHED DISHES AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 26<br>63.4 | - | 2<br>50.0 | 10<br>71.4 | 14<br>60.9 | - | 6<br>75.0 | 7<br>63.6 | 13<br>59.1 | 12<br>63.2 | 6<br>54.5 | 8<br>72.7 | 6<br>60.0 | 20<br>64.5 | 6<br>100.0<br>PT | 13<br>56.5 | - | - | - | 2<br>50.0 | 4<br>100.0<br>PT | 14<br>60.9 | 4<br>66.7 | 2<br>66.7 | 26<br>63.4 | - |
| No | 15<br>36.6 | - | 2<br>50.0 | 4<br>28.6 | 9<br>39.1 | - | 2<br>25.0 | 4<br>36.4 | 9<br>40.9 | 7<br>36.8 | 5<br>45.5 | 3<br>27.3 | 4<br>40.0 | 11<br>35.5 | - | 10<br>43.5 | - | - | 1<br>100.0<br>PT | 2<br>50.0 | - | 9<br>39.1 | 2<br>33.3 | 1<br>33.3 | 15<br>36.6 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.08 | - | 0.29 | 0.13 | 0.10 | - | 0.16 | 0.15 | 0.11 | 0.11 | 0.16 | 0.14 | 0.16 | 0.09 | 0.0 | 0.11 | - | - | 0.0 | 0.29 | 0.0 | 0.10 | 0.21 | 0.33 | 0.08 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_C

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? ADJUSTED HOUSEHOLD TEMPERATURE/COMFORT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 8<br>19.5 | - | 1<br>25.0 | 3<br>21.4 | 4<br>17.4 | - | 1<br>12.5 | 3<br>27.3 | 4<br>18.2 | 3<br>15.8 | 5<br>45.5<br>j | - | 3<br>30.0 | 5<br>16.1 | 2<br>33.3 | 6<br>26.1 | - | - | - | - | - | 5<br>21.7 | 1<br>16.7 | 1<br>33.3 | 8<br>19.5 | - |
| No | 33<br>80.5 | - | 3<br>75.0 | 11<br>78.6 | 19<br>82.6 | - | 7<br>87.5 | 8<br>72.7 | 18<br>81.8 | 16<br>84.2<br>k | 6<br>54.5 | 11<br>100.0<br>MjK | 7<br>70.0 | 26<br>83.9 | 4<br>66.7 | 17<br>73.9 | - | - | 1<br>100.0<br>oP | 4<br>100.0<br>oP | 4<br>100.0<br>oP | 18<br>78.3 | 5<br>83.3 | 2<br>66.7 | 33<br>80.5 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.25 | 0.11 | 0.08 | - | 0.12 | 0.14 | 0.08 | 0.09 | 0.16 | 0.0 | 0.15 | 0.07 | 0.21 | 0.09 | - | - | 0.0 | 0.0 | 0.0 | 0.09 | 0.17 | 0.33 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_D

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? DID COOKING LATER IN DAY OR EARLIER IN MORNING

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 9<br>22.0 | - | - | 4<br>28.6 | 5<br>21.7 | - | 2<br>25.0 | 1<br>9.1 | 6<br>27.3 | 3<br>15.8 | 3<br>27.3 | 3<br>27.3 | 2<br>20.0 | 7<br>22.6 | 2<br>33.3 | 5<br>21.7 | - | - | 1<br>100.0<br>OPT | 1<br>25.0 | - | 8<br>34.8 | - | - | 9<br>22.0 | - |
| No | 32<br>78.0 | - | 4<br>100.0<br>DE | 10<br>71.4 | 18<br>78.3 | - | 6<br>75.0 | 10<br>90.9 | 16<br>72.7 | 16<br>84.2 | 8<br>72.7 | 8<br>72.7 | 8<br>80.0 | 24<br>77.4 | 4<br>66.7 | 18<br>78.3 | - | - | - | 3<br>75.0 | 4<br>100.0<br>oP | 15<br>65.2 | 6<br>100.0<br>V | 3<br>100.0<br>V | 32<br>78.0 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.07 | - | 0.0 | 0.13 | 0.09 | - | 0.16 | 0.09 | 0.10 | 0.09 | 0.14 | 0.14 | 0.13 | 0.08 | 0.21 | 0.09 | - | - | 0.0 | 0.25 | 0.0 | 0.10 | 0.0 | 0.0 | 0.07 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_E

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? USED MICROWAVE MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 7<br>17.1 | - | - | 2<br>14.3 | 5<br>21.7 | - | 2<br>25.0 | - | 5<br>22.7 | 4<br>21.1 | 1<br>9.1 | 2<br>18.2 | 2<br>20.0 | 5<br>16.1 | 3<br>50.0<br>P | 2<br>8.7 | - | - | - | 1<br>25.0 | - | 4<br>17.4 | - | - | 7<br>17.1 | - |
| No | 34<br>82.9 | - | 4<br>100.0<br>E | 12<br>85.7 | 18<br>78.3 | - | 6<br>75.0 | 11<br>100.0<br>I | 17<br>77.3 | 15<br>78.9 | 10<br>90.9 | 9<br>81.8 | 8<br>80.0 | 26<br>83.9 | 3<br>50.0 | 21<br>91.3<br>o | - | - | 1<br>100.0<br>O | 3<br>75.0 | 4<br>100.0<br>O | 19<br>82.6 | 6<br>100.0<br>V | 3<br>100.0<br>V | 34<br>82.9 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.0 | 0.10 | 0.09 | - | 0.16 | 0.0 | 0.09 | 0.10 | 0.09 | 0.12 | 0.13 | 0.07 | 0.22 | 0.06 | - | - | 0.0 | 0.25 | 0.0 | 0.08 | 0.0 | 0.0 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_F

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? USED OUTDOOR GRILL MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 7<br>17.1 | - | 1<br>25.0 | 3<br>21.4 | 3<br>13.0 | - | 1<br>12.5 | 2<br>18.2 | 4<br>18.2 | 2<br>10.5 | 3<br>27.3 | 2<br>18.2 | 3<br>30.0 | 4<br>12.9 | 2<br>33.3 | 5<br>21.7 | - | - | - | - | - | 4<br>17.4 | 1<br>16.7 | - | 7<br>17.1 | - |
| No | 34<br>82.9 | - | 3<br>75.0 | 11<br>78.6 | 20<br>87.0 | - | 7<br>87.5 | 9<br>81.8 | 18<br>81.8 | 17<br>89.5 | 8<br>72.7 | 9<br>81.8 | 7<br>70.0 | 27<br>87.1 | 4<br>66.7 | 18<br>78.3 | - | - | 1<br>100.0<br>oP | 4<br>100.0<br>oP | 4<br>100.0<br>oP | 19<br>82.6 | 5<br>83.3 | 3<br>100.0<br>V | 34<br>82.9 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.25 | 0.11 | 0.07 | - | 0.12 | 0.12 | 0.08 | 0.07 | 0.14 | 0.12 | 0.15 | 0.06 | 0.21 | 0.09 | - | - | 0.0 | 0.0 | 0.0 | 0.08 | 0.17 | 0.0 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_G

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED SHOWERING TIMES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 7<br>17.1 | - | - | 2<br>14.3 | 5<br>21.7 | - | 1<br>12.5 | 1<br>9.1 | 5<br>22.7 | 3<br>15.8 | 2<br>18.2 | 2<br>18.2 | 2<br>20.0 | 5<br>16.1 | 3<br>50.0<br>p | 3<br>13.0 | - | - | - | - | - | 6<br>26.1 | - | - | 7<br>17.1 | - |
| No | 34<br>82.9 | - | 4<br>100.0<br>E | 12<br>85.7 | 18<br>78.3 | - | 7<br>87.5 | 10<br>90.9 | 17<br>77.3 | 16<br>84.2 | 9<br>81.8 | 9<br>81.8 | 8<br>80.0 | 26<br>83.9 | 3<br>50.0 | 20<br>87.0<br>o | - | - | 1<br>100.0<br>Op | 4<br>100.0<br>Op | 4<br>100.0<br>Op | 17<br>73.9 | 6<br>100.0<br>V | 3<br>100.0<br>V | 34<br>82.9 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.0 | 0.10 | 0.09 | - | 0.12 | 0.09 | 0.09 | 0.09 | 0.12 | 0.12 | 0.13 | 0.07 | 0.22 | 0.07 | - | - | 0.0 | 0.0 | 0.0 | 0.09 | 0.0 | 0.0 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_H

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED AMOUNT OF WATER FOR BATHING

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 9<br>22.0 | - | 1<br>25.0 | 2<br>14.3 | 6<br>26.1 | - | 2<br>25.0 | 2<br>18.2 | 5<br>22.7 | 3<br>15.8 | 3<br>27.3 | 3<br>27.3 | 3<br>30.0 | 6<br>19.4 | 2<br>33.3 | 6<br>26.1 | - | - | - | - | - | 6<br>26.1 | 1<br>16.7 | - | 9<br>22.0 | - |
| No | 32<br>78.0 | - | 3<br>75.0 | 12<br>85.7 | 17<br>73.9 | - | 6<br>75.0 | 9<br>81.8 | 17<br>77.3 | 16<br>84.2 | 8<br>72.7 | 8<br>72.7 | 7<br>70.0 | 25<br>80.6 | 4<br>66.7 | 17<br>73.9 | - | - | 1<br>100.0<br>oP | 4<br>100.0<br>oP | 4<br>100.0<br>oP | 17<br>73.9 | 5<br>83.3 | 3<br>100.0<br>V | 32<br>78.0 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.07 | - | 0.25 | 0.10 | 0.09 | - | 0.16 | 0.12 | 0.09 | 0.09 | 0.14 | 0.14 | 0.15 | 0.07 | 0.21 | 0.09 | - | - | 0.0 | 0.0 | 0.0 | 0.09 | 0.17 | 0.0 | 0.07 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_I

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED DOWN WATER HEATER TEMPERATURE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 5<br>12.2 | - | - | 2<br>14.3 | 3<br>13.0 | - | 1<br>12.5 | 2<br>18.2 | 2<br>9.1 | 2<br>10.5 | 2<br>18.2 | 1<br>9.1 | 1<br>10.0 | 4<br>12.9 | 1<br>16.7 | 4<br>17.4 | - | - | - | - | - | 3<br>13.0 | - | - | 5<br>12.2 | - |
| No | 36<br>87.8 | - | 4<br>100.0<br>e | 12<br>85.7 | 20<br>87.0 | - | 7<br>87.5 | 9<br>81.8 | 20<br>90.9 | 17<br>89.5 | 9<br>81.8 | 10<br>90.9 | 9<br>90.0 | 27<br>87.1 | 5<br>83.3 | 19<br>82.6 | - | - | 1<br>100.0<br>P | 4<br>100.0<br>P | 4<br>100.0<br>P | 20<br>87.0 | 6<br>100.0<br>v | 3<br>100.0<br>v | 36<br>87.8 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.05 | - | 0.0 | 0.10 | 0.07 | - | 0.12 | 0.12 | 0.06 | 0.07 | 0.12 | 0.09 | 0.10 | 0.06 | 0.17 | 0.08 | - | - | 0.0 | 0.0 | 0.0 | 0.07 | 0.0 | 0.0 | 0.05 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_J

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED POWER OFF AT BREAKER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| No | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_K

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? LEFT HOME DURING PEAK TIMES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 6<br>14.6 | - | 1<br>25.0 | 3<br>21.4 | 2<br>8.7 | - | 1<br>12.5 | 2<br>18.2 | 3<br>13.6 | 1<br>5.3 | 4<br>36.4<br>J | 1<br>9.1 | 3<br>30.0 | 3<br>9.7 | 1<br>16.7 | 5<br>21.7 | - | - | - | - | - | 3<br>13.0 | 2<br>33.3 | - | 6<br>14.6 | - |
| No | 35<br>85.4 | - | 3<br>75.0 | 11<br>78.6 | 21<br>91.3 | - | 7<br>87.5 | 9<br>81.8 | 19<br>86.4 | 18<br>94.7<br>K | 7<br>63.6 | 10<br>90.9 | 7<br>70.0 | 28<br>90.3 | 5<br>83.3 | 18<br>78.3 | - | - | 1<br>100.0<br>P | 4<br>100.0<br>P | 4<br>100.0<br>P | 20<br>87.0 | 4<br>66.7 | 3<br>100.0<br>vw | 35<br>85.4 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.25 | 0.11 | 0.06 | - | 0.12 | 0.12 | 0.07 | 0.05 | 0.15 | 0.09 | 0.15 | 0.05 | 0.17 | 0.09 | - | - | 0.0 | 0.0 | 0.0 | 0.07 | 0.21 | 0.0 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_L

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED LIGHTS OFF MORE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 15<br>36.6 | - | 2<br>50.0 | 4<br>28.6 | 9<br>39.1 | - | 1<br>12.5 | 4<br>36.4 | 10<br>45.5<br>G | 6<br>31.6 | 4<br>36.4 | 5<br>45.5 | 3<br>30.0 | 12<br>38.7 | 4<br>66.7 | 8<br>34.8 | - | - | - | 2<br>50.0 | - | 11<br>47.8<br>w | 1<br>16.7 | - | 15<br>36.6 | - |
| No | 26<br>63.4 | - | 2<br>50.0 | 10<br>71.4 | 14<br>60.9 | - | 7<br>87.5<br>I | 7<br>63.6 | 12<br>54.5 | 13<br>68.4 | 7<br>63.6 | 6<br>54.5 | 7<br>70.0 | 19<br>61.3 | 2<br>33.3 | 15<br>65.2 | - | - | 1<br>100.0<br>OPT | 2<br>50.0 | 4<br>100.0<br>OPT | 12<br>52.2 | 5<br>83.3<br>v | 3<br>100.0<br>V | 26<br>63.4 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.08 | - | 0.29 | 0.13 | 0.10 | - | 0.12 | 0.15 | 0.11 | 0.11 | 0.15 | 0.16 | 0.15 | 0.09 | 0.21 | 0.10 | - | - | 0.0 | 0.29 | 0.0 | 0.11 | 0.17 | 0.0 | 0.08 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? WATCHED LESS TV

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 7<br>17.1 | - | 1<br>25.0 | 3<br>21.4 | 3<br>13.0 | - | 1<br>12.5 | 2<br>18.2 | 4<br>18.2 | 1<br>5.3 | 3<br>27.3 | 3<br>27.3 | 2<br>20.0 | 5<br>16.1 | 1<br>16.7 | 6<br>26.1 | - | - | - | - | - | 4<br>17.4 | 1<br>16.7 | 1<br>33.3 | 7<br>17.1 | - |
| No | 34<br>82.9 | - | 3<br>75.0 | 11<br>78.6 | 20<br>87.0 | - | 7<br>87.5 | 9<br>81.8 | 18<br>81.8 | 18<br>94.7 | 8<br>72.7 | 8<br>72.7 | 8<br>80.0 | 26<br>83.9 | 5<br>83.3 | 17<br>73.9 | - | - | 1<br>100.0<br>P | 4<br>100.0<br>P | 4<br>100.0<br>P | 19<br>82.6 | 5<br>83.3 | 2<br>66.7 | 34<br>82.9 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.25 | 0.11 | 0.07 | - | 0.12 | 0.12 | 0.08 | 0.05 | 0.14 | 0.14 | 0.13 | 0.07 | 0.17 | 0.09 | - | - | 0.0 | 0.0 | 0.0 | 0.08 | 0.17 | 0.33 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_N

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED OFF COMPUTER WHEN NOT IN USE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 8<br>19.5 | - | 1<br>25.0 | 3<br>21.4 | 4<br>17.4 | - | 1<br>12.5 | 3<br>27.3 | 4<br>18.2 | 4<br>21.1 | 3<br>27.3 | 1<br>9.1 | 2<br>20.0 | 6<br>19.4 | 4<br>66.7<br>P | 3<br>13.0 | - | - | - | - | - | 6<br>26.1 | - | - | 8<br>19.5 | - |
| No | 33<br>80.5 | - | 3<br>75.0 | 11<br>78.6 | 19<br>82.6 | - | 7<br>87.5 | 8<br>72.7 | 18<br>81.8 | 15<br>78.9 | 8<br>72.7 | 10<br>90.9 | 8<br>80.0 | 25<br>80.6 | 2<br>33.3 | 20<br>87.0<br>O | - | - | 1<br>100.0<br>Op | 4<br>100.0<br>Op | 4<br>100.0<br>Op | 17<br>73.9 | 6<br>100.0<br>V | 3<br>100.0<br>V | 33<br>80.5 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.06 | - | 0.25 | 0.11 | 0.08 | - | 0.12 | 0.14 | 0.08 | 0.10 | 0.14 | 0.09 | 0.13 | 0.07 | 0.21 | 0.07 | - | - | 0.0 | 0.0 | 0.0 | 0.09 | 0.0 | 0.0 | 0.06 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_P

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? TURNED AIR CONDITIONER OFF/DOWN

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 3<br>7.3 | - | - | 1<br>7.1 | 2<br>8.7 | - | - | 2<br>18.2 | 1<br>4.5 | 2<br>10.5 | - | 1<br>9.1 | 1<br>10.0 | 2<br>6.5 | - | 2<br>8.7 | - | - | - | - | 1<br>25.0 | 1<br>4.3 | 1<br>16.7 | - | 3<br>7.3 | - |
| No | 38<br>92.7 | - | 4<br>100.0 | 13<br>92.9 | 21<br>91.3 | - | 8<br>100.0 | 9<br>81.8 | 21<br>95.5 | 17<br>89.5 | 11<br>100.0 | 10<br>90.9 | 9<br>90.0 | 29<br>93.5 | 6<br>100.0 | 21<br>91.3 | - | - | 1<br>100.0 | 4<br>100.0 | 3<br>75.0 | 22<br>95.7 | 5<br>83.3 | 3<br>100.0 | 38<br>92.7 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.04 | - | 0.0 | 0.07 | 0.06 | - | 0.0 | 0.12 | 0.05 | 0.07 | 0.0 | 0.09 | 0.10 | 0.04 | 0.0 | 0.06 | - | - | 0.0 | 0.0 | 0.25 | 0.04 | 0.17 | 0.0 | 0.04 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_Q

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? SWITCHED TO ENERGY SAVING LIGHT BULBS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| No | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_R

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED USE OF WASHER/DRYER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| No | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_S

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? SHOWERED/BATHED LATER AT NIGHT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 2<br>4.9 | - | 1<br>25.0 | - | 1<br>4.3 | - | 1<br>12.5 | 1<br>9.1 | - | 2<br>10.5 | - | - | 2<br>20.0 | - | - | - | - | - | - | 1<br>25.0 | 1<br>25.0 | 2<br>8.7 | - | - | 2<br>4.9 | - |
| No | 39<br>95.1 | - | 3<br>75.0 | 14<br>100.0 | 22<br>95.7 | - | 7<br>87.5 | 10<br>90.9 | 22<br>100.0 | 17<br>89.5 | 11<br>100.0 | 11<br>100.0 | 8<br>80.0 | 31<br>100.0 | 6<br>100.0 | 23<br>100.0 | - | - | 1<br>100.0 | 3<br>75.0 | 3<br>75.0 | 21<br>91.3 | 6<br>100.0 | 3<br>100.0 | 39<br>95.1 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.03 | - | 0.25 | 0.0 | 0.04 | - | 0.12 | 0.09 | 0.0 | 0.07 | 0.0 | 0.0 | 0.13 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.25 | 0.25 | 0.06 | 0.0 | 0.0 | 0.03 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_T

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? REDUCED OVERALL POWER USAGE

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL VALID | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| TOTAL | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| No | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_U

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? ALTERED COOKING HABITS/AMOUNTS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100% | | 100% | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| No | 41 | - | 4 | 14 | 23 | - | 8 | 11 | 22 | 19 | 11 | 11 | 10 | 31 | 6 | 23 | - | - | 1 | 4 | 4 | 23 | 6 | 3 | 41 | - |
| | 100.0 | | 100.0 | 100.0 | 100.0 | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.0 | - | 0.0 | 0.0 | 0.0 | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q030_V

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What changes did you make in the way you use electricity as a result of participating in this program? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 41<br>100% | - | 4<br>100% | 14<br>100% | 23<br>100% | - | 8<br>100% | 11<br>100% | 22<br>100% | 19<br>100% | 11<br>100% | 11<br>100% | 10<br>100% | 31<br>100% | 6<br>100% | 23<br>100% | - | - | 1<br>100% | 4<br>100% | 4<br>100% | 23<br>100% | 6<br>100% | 3<br>100% | 41<br>100% | - |
| Yes | 2<br>4.9 | - | - | 1<br>7.1 | 1<br>4.3 | - | - | - | 2<br>9.1 | 2<br>10.5 | - | - | - | 2<br>6.5 | - | - | - | - | - | - | 1<br>25.0 | 1<br>4.3 | - | 1<br>33.3 | 2<br>4.9 | - |
| No | 39<br>95.1 | - | 4<br>100.0 | 13<br>92.9 | 22<br>95.7 | - | 8<br>100.0 | 11<br>100.0 | 20<br>90.9 | 17<br>89.5 | 11<br>100.0 | 11<br>100.0 | 10<br>100.0 | 29<br>93.5 | 6<br>100.0 | 23<br>100.0 | - | - | 1<br>100.0 | 4<br>100.0 | 3<br>75.0 | 22<br>95.7 | 6<br>100.0 | 2<br>66.7 | 39<br>95.1 | - |
| NO ANSWER | 15 | - | 1 | 3 | 11 | - | - | 1 | 13 | 7 | 4 | 4 | 4 | 11 | 1 | 10 | - | - | - | 2 | 2 | 8 | 2 | 1 | 15 | - |
| STANDARD ERROR | 0.03 | - | 0.0 | 0.07 | 0.04 | - | 0.0 | 0.0 | 0.06 | 0.07 | 0.0 | 0.0 | 0.0 | 0.04 | 0.0 | 0.0 | - | - | 0.0 | 0.0 | 0.25 | 0.04 | 0.0 | 0.33 | 0.03 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q035M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Do you have central air conditioning?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| Yes | 28<br>50.0 | - | 3<br>60.0 | 6<br>35.3 | 19<br>55.9 | - | 4<br>50.0 | 6<br>50.0 | 18<br>51.4 | 16<br>61.5 | 6<br>40.0 | 6<br>40.0 | 6<br>42.9 | 22<br>52.4 | 3<br>42.9 | 14<br>42.4 | - | - | 1<br>100.0<br>OPT | 2<br>33.3 | 6<br>100.0<br>OPT | 14<br>45.2<br>W | 1<br>12.5 | 2<br>50.0 | 28<br>50.0 | - |
| No | 28<br>50.0 | - | 2<br>40.0 | 11<br>64.7 | 15<br>44.1 | - | 4<br>50.0 | 6<br>50.0 | 17<br>48.6 | 10<br>38.5 | 9<br>60.0 | 9<br>60.0 | 8<br>57.1 | 20<br>47.6 | 4<br>57.1 | 19<br>57.6 | - | - | - | 4<br>66.7 | - | 17<br>54.8 | 7<br>87.5<br>V | 2<br>50.0 | 28<br>50.0 | - |
| STANDARD ERROR | 0.07 | - | 0.24 | 0.12 | 0.09 | - | 0.19 | 0.15 | 0.09 | 0.10 | 0.13 | 0.13 | 0.14 | 0.08 | 0.20 | 0.09 | - | - | 0.0 | 0.21 | 0.0 | 0.09 | 0.12 | 0.29 | 0.07 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q040M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Do you have features or devices on any of your home appliances that help you control the energy usage?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 52<br>100% | - | 4<br>100% | 16<br>100% | 32<br>100% | - | 8<br>100% | 11<br>100% | 32<br>100% | 23<br>100% | 14<br>100% | 15<br>100% | 14<br>100% | 38<br>100% | 6<br>100% | 32<br>100% | - | - | 1<br>100% | 6<br>100% | 5<br>100% | 29<br>100% | 7<br>100% | 3<br>100% | 52<br>100% | - |
| Yes | 10<br>19.2 | - | - | 6<br>37.5<br>e | 4<br>12.5 | - | 1<br>12.5 | 2<br>18.2 | 6<br>18.8 | 3<br>13.0 | 4<br>28.6 | 3<br>20.0 | 1<br>7.1 | 9<br>23.7 | - | 5<br>15.6 | - | - | - | 2<br>33.3 | 3<br>60.0<br>p | 4<br>13.8 | 1<br>14.3 | 2<br>66.7<br>vw | 10<br>19.2 | - |
| No | 42<br>80.8 | - | 4<br>100.0<br>DE | 10<br>62.5 | 28<br>87.5<br>d | - | 7<br>87.5 | 9<br>81.8 | 26<br>81.2 | 20<br>87.0 | 10<br>71.4 | 12<br>80.0 | 13<br>92.9 | 29<br>76.3 | 6<br>100.0<br>PtU | 27<br>84.4<br>u | - | - | 1<br>100.0<br>PtU | 4<br>66.7 | 2<br>40.0 | 25<br>86.2<br>x | 6<br>85.7<br>x | 1<br>33.3 | 42<br>80.8 | - |
| NO ANSWER | 4<br>7.7 | - | 1<br>25.0 | 1<br>6.2 | 2<br>6.2 | - | - | 1<br>9.1 | 3<br>9.4 | 3<br>13.0 | 1<br>7.1 | - | - | 4<br>10.5 | 1<br>16.7 | 1<br>3.1 | - | - | - | - | 1<br>20.0 | 2<br>6.9 | 1<br>14.3 | 1<br>33.3 | 4<br>7.7 | - |
| STANDARD ERROR | 0.19 | - | 1.00 | 0.34 | 0.22 | - | 0.12 | 0.45 | 0.26 | 0.33 | 0.37 | 0.11 | 0.07 | 0.25 | 0.71 | 0.17 | - | - | 0.0 | 0.21 | 0.95 | 0.24 | 0.65 | 1.44 | 0.19 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_A

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? SET-BACK/PROGRAMMABLE THERMOSTAT

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 2<br>20.0 | - | - | 1<br>16.7 | 1<br>25.0 | - | - | - | 2<br>33.3 | - | 1<br>25.0 | 1<br>33.3 | - | 2<br>22.2 | - | - | - | - | - | - | 2<br>66.7 | 1<br>25.0 | - | - | 2<br>20.0 | - |
| No | 8<br>80.0 | - | - | 5<br>83.3 | 3<br>75.0 | - | 1<br>100.0<br>i | 2<br>100.0<br>i | 4<br>66.7 | 3<br>100.0 | 3<br>75.0 | 2<br>66.7 | 1<br>100.0 | 7<br>77.8 | - | 5<br>100.0<br>U | - | - | - | 2<br>100.0<br>U | 1<br>33.3 | 3<br>75.0 | 1<br>100.0 | 2<br>100.0 | 8<br>80.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.13 | - | - | 0.17 | 0.25 | - | 0.0 | 0.0 | 0.21 | 0.0 | 0.25 | 0.33 | 0.0 | 0.15 | - | 0.0 | - | - | - | 0.0 | 0.33 | 0.25 | 0.0 | 0.0 | 0.13 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_B

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? WATER HEATER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 2<br>20.0 | - | - | 2<br>33.3 | - | - | - | 1<br>50.0 | 1<br>16.7 | - | - | 2<br>66.7 | - | 2<br>22.2 | - | 2<br>40.0 | - | - | - | - | - | - | 1<br>100.0 | - | 2<br>20.0 | - |
| No | 8<br>80.0 | - | - | 4<br>66.7 | 4<br>100.0<br>d | - | 1<br>100.0 | 1<br>50.0 | 5<br>83.3 | 3<br>100.0<br>L | 4<br>100.0<br>L | 1<br>33.3 | 1<br>100.0<br>L | 7<br>77.8 | - | 3<br>60.0 | - | - | - | 2<br>100.0<br>p | 3<br>100.0<br>p | 4<br>100.0 | - | 2<br>100.0 | 8<br>80.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.13 | - | - | 0.21 | 0.0 | - | 0.0 | 0.50 | 0.17 | 0.0 | 0.0 | 0.33 | 0.0 | 0.15 | - | 0.24 | - | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.13 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_C

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? DISHWASHER TIMER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 1<br>10.0 | - | - | 1<br>16.7 | - | - | - | - | 1<br>16.7 | - | - | 1<br>33.3 | - | 1<br>11.1 | - | 1<br>20.0 | - | - | - | - | - | - | 1<br>100.0 | - | 1<br>10.0 | - |
| No | 9<br>90.0 | - | - | 5<br>83.3 | 4<br>100.0 | - | 1<br>100.0 | 2<br>100.0 | 5<br>83.3 | 3<br>100.0 | 4<br>100.0 | 2<br>66.7 | 1<br>100.0 | 8<br>88.9 | - | 4<br>80.0 | - | - | - | 2<br>100.0 | 3<br>100.0 | 4<br>100.0 | - | 2<br>100.0 | 9<br>90.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.10 | - | - | 0.17 | 0.0 | - | 0.0 | 0.0 | 0.17 | 0.0 | 0.0 | 0.33 | 0.0 | 0.11 | - | 0.20 | - | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.10 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_D

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? LIGHTING TIMERS

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 1<br>10.0 | - | - | 1<br>16.7 | - | - | - | - | 1<br>16.7 | - | - | 1<br>33.3 | - | 1<br>11.1 | - | 1<br>20.0 | - | - | - | - | - | - | 1<br>100.0 | - | 1<br>10.0 | - |
| No | 9<br>90.0 | - | - | 5<br>83.3 | 4<br>100.0 | - | 1<br>100.0 | 2<br>100.0 | 5<br>83.3 | 3<br>100.0 | 4<br>100.0 | 2<br>66.7 | 1<br>100.0 | 8<br>88.9 | - | 4<br>80.0 | - | - | - | 2<br>100.0 | 3<br>100.0 | 4<br>100.0 | - | 2<br>100.0 | 9<br>90.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.10 | - | - | 0.17 | 0.0 | - | 0.0 | 0.0 | 0.17 | 0.0 | 0.0 | 0.33 | 0.0 | 0.11 | - | 0.20 | - | - | - | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.10 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_F

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? ENERGY STAR APPLIANCES

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 2<br>20.0 | - | - | - | 2<br>50.0 | - | - | - | 2<br>33.3 | 1<br>33.3 | 1<br>25.0 | - | - | 2<br>22.2 | - | 1<br>20.0 | - | - | - | - | 1<br>33.3 | 1<br>25.0 | - | - | 2<br>20.0 | - |
| No | 8<br>80.0 | - | - | 6<br>100.0<br>E | 2<br>50.0 | - | 1<br>100.0<br>i | 2<br>100.0<br>i | 4<br>66.7 | 2<br>66.7 | 3<br>75.0 | 3<br>100.0 | 1<br>100.0 | 7<br>77.8 | - | 4<br>80.0 | - | - | - | 2<br>100.0 | 2<br>66.7 | 3<br>75.0 | 1<br>100.0 | 2<br>100.0 | 8<br>80.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.13 | - | - | 0.0 | 0.29 | - | 0.0 | 0.0 | 0.21 | 0.33 | 0.25 | 0.0 | 0.0 | 0.15 | - | 0.20 | - | - | - | 0.0 | 0.33 | 0.25 | 0.0 | 0.0 | 0.13 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q045_G

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What type of control features or devices do you have installed in your home? OTHER

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 10<br>100% | - | - | 6<br>100% | 4<br>100% | - | 1<br>100% | 2<br>100% | 6<br>100% | 3<br>100% | 4<br>100% | 3<br>100% | 1<br>100% | 9<br>100% | - | 5<br>100% | - | - | - | 2<br>100% | 3<br>100% | 4<br>100% | 1<br>100% | 2<br>100% | 10<br>100% | - |
| Yes | 4<br>40.0 | - | - | 3<br>50.0 | 1<br>25.0 | - | 1<br>100.0<br>I | 1<br>50.0 | 1<br>16.7 | 2<br>66.7 | 2<br>50.0 | - | 1<br>100.0 | 3<br>33.3 | - | 2<br>40.0 | - | - | - | 2<br>100.0<br>P | - | 2<br>50.0 | - | 2<br>100.0<br>V | 4<br>40.0 | - |
| No | 6<br>60.0 | - | - | 3<br>50.0 | 3<br>75.0 | - | - | 1<br>50.0 | 5<br>83.3 | 1<br>33.3 | 2<br>50.0 | 3<br>100.0<br>JK | - | 6<br>66.7 | - | 3<br>60.0 | - | - | - | - | 3<br>100.0<br>P | 2<br>50.0 | 1<br>100.0<br>V | - | 6<br>60.0 | - |
| NO ANSWER | 46 | - | 5 | 11 | 30 | - | 7 | 10 | 29 | 23 | 11 | 12 | 13 | 33 | 7 | 28 | - | - | 1 | 4 | 3 | 27 | 7 | 2 | 46 | - |
| STANDARD ERROR | 0.16 | - | - | 0.22 | 0.25 | - | 0.0 | 0.50 | 0.17 | 0.33 | 0.29 | 0.0 | 0.0 | 0.17 | - | 0.24 | - | - | - | 0.0 | 0.0 | 0.29 | 0.0 | 0.0 | 0.16 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q050M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
How did your electricity bill change as a result of participating in the program?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 43<br>100% | - | 3<br>100% | 14<br>100% | 26<br>100% | - | 5<br>100% | 9<br>100% | 28<br>100% | 21<br>100% | 13<br>100% | 9<br>100% | 10<br>100% | 33<br>100% | 6<br>100% | 24<br>100% | - | - | 1<br>100% | 5<br>100% | 5<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 43<br>100% | - |
| Decrease | 31<br>72.1 | - | 2<br>66.7 | 9<br>64.3 | 20<br>76.9 | - | 4<br>80.0 | 6<br>66.7 | 21<br>75.0 | 16<br>76.2 | 10<br>76.9 | 5<br>55.6 | 9<br>90.0<br>l | 22<br>66.7 | 6<br>100.0<br>Pu | 16<br>66.7 | - | - | 1<br>100.0<br>Pu | 4<br>80.0 | 3<br>60.0 | 31<br>100.0 | - | - | 31<br>72.1 | - |
| Stay the same | 8<br>18.6 | - | 1<br>33.3 | 2<br>14.3 | 5<br>19.2 | - | 1<br>20.0 | 2<br>22.2 | 5<br>17.9 | 2<br>9.5 | 2<br>15.4 | 4<br>44.4<br>mJ | 1<br>10.0 | 7<br>21.2 | - | 6<br>25.0 | - | - | - | - | 1<br>20.0 | - | 8<br>100.0 | - | 8<br>18.6 | - |
| Increase | 4<br>9.3 | - | - | 3<br>21.4 | 1<br>3.8 | - | - | 1<br>11.1 | 2<br>7.1 | 3<br>14.3 | 1<br>7.7 | - | - | 4<br>12.1 | - | 2<br>8.3 | - | - | - | 1<br>20.0 | 1<br>20.0 | - | - | 4<br>100.0 | 4<br>9.3 | - |
| NO ANSWER | 13<br>30.2 | - | 2<br>66.7 | 3<br>21.4 | 8<br>30.8 | - | 3<br>60.0 | 3<br>33.3 | 7<br>25.0 | 5<br>23.8 | 2<br>15.4 | 6<br>66.7<br>JK | 4<br>40.0 | 9<br>27.3 | 1<br>16.7 | 9<br>37.5 | - | - | - | 1<br>20.0 | 1<br>20.0 | - | - | - | 13<br>30.2 | - |
| STANDARD ERROR | 0.33 | - | 1.40 | 0.55 | 0.43 | - | 1.07 | 0.75 | 0.40 | 0.46 | 0.54 | 0.73 | 0.74 | 0.37 | 0.86 | 0.45 | - | - | 0.0 | 0.99 | 0.96 | 0.0 | 0.0 | 0.0 | 0.33 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q055M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
How likely would you be to participate if the program was offered again? Would you say...

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| Very likely | 38<br>67.9 | - | 1<br>20.0 | 11<br>64.7<br>C | 26<br>76.5<br>C | - | 6<br>75.0 | 6<br>50.0 | 25<br>71.4 | 19<br>73.1 | 10<br>66.7 | 9<br>60.0 | 8<br>57.1 | 30<br>71.4 | 5<br>71.4 | 23<br>69.7<br>u | - | - | 1<br>100.0<br>oPU | 5<br>83.3<br>U | 2<br>33.3 | 25<br>80.6<br>W | 3<br>37.5 | 2<br>50.0 | 38<br>67.9 | - |
| Somewhat likely | 11<br>19.6 | - | 2<br>40.0 | 4<br>23.5 | 5<br>14.7 | - | 1<br>12.5 | 3<br>25.0 | 7<br>20.0 | 2<br>7.7 | 4<br>26.7 | 5<br>33.3<br>j | 3<br>21.4 | 8<br>19.0 | 2<br>28.6 | 6<br>18.2 | - | - | - | - | 3<br>50.0 | 5<br>16.1 | 1<br>12.5 | 1<br>25.0 | 11<br>19.6 | - |
| Neither likely nor unlikely | 2<br>3.6 | - | - | 1<br>5.9 | 1<br>2.9 | - | - | 1<br>8.3 | 1<br>2.9 | 1<br>3.8 | - | 1<br>6.7 | - | 2<br>4.8 | - | 1<br>3.0 | - | - | - | - | 1<br>16.7 | - | 2<br>25.0 | - | 2<br>3.6 | - |
| Somewhat unlikely | 3<br>5.4 | - | 2<br>40.0<br>e | - | 1<br>2.9 | - | - | 2<br>16.7 | 1<br>2.9 | 2<br>7.7 | 1<br>6.7 | - | 2<br>14.3 | 1<br>2.4 | - | 2<br>6.1 | - | - | - | 1<br>16.7 | - | 1<br>3.2 | 1<br>12.5 | - | 3<br>5.4 | - |
| Very unlikely | 2<br>3.6 | - | - | 1<br>5.9 | 1<br>2.9 | - | 1<br>12.5 | - | 1<br>2.9 | 2<br>7.7 | - | - | 1<br>7.1 | 1<br>2.4 | - | 1<br>3.0 | - | - | - | - | - | - | 1<br>12.5 | 1<br>25.0 | 2<br>3.6 | - |
| MEAN<br>STANDARD ERROR | 4.43<br>0.14 | - | 3.40<br>0.60 | 4.41<br>0.26 | 4.59<br>0.16 | - | 4.38<br>0.50 | 4.08<br>0.34 | 4.54<br>0.16 | 4.31<br>0.26 | 4.53<br>0.22 | 4.53<br>0.17 | 4.07<br>0.37 | 4.55<br>0.14 | 4.71<br>0.18 | 4.45<br>0.18 | - | - | 5.00<br>0.0 | 4.50<br>0.50 | 4.17<br>0.31 | 4.74<br>0.11 | 3.50<br>0.53 | 3.75<br>0.95 | 4.43<br>0.14 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q060M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
Age group

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| 25 to 44 | 5<br>8.9 | - | 5<br>100.0 | - | - | - | - | 5<br>41.7 | - | 2<br>7.7 | 1<br>6.7 | 2<br>13.3 | 2<br>14.3 | 3<br>7.1 | 1<br>14.3 | 3<br>9.1 | - | - | - | 1<br>16.7 | - | 2<br>6.5 | 1<br>12.5 | - | 5<br>8.9 | - |
| 45 to 64 | 17<br>30.4 | - | - | 17<br>100.0 | - | - | 2<br>25.0 | 4<br>33.3 | 11<br>31.4 | 6<br>23.1 | 5<br>33.3 | 6<br>40.0 | 3<br>21.4 | 14<br>33.3 | 3<br>42.9 | 10<br>30.3 | - | - | - | 2<br>33.3 | 2<br>33.3 | 9<br>29.0 | 2<br>25.0 | 3<br>75.0<br>Vw | 17<br>30.4 | - |
| 65+ | 34<br>60.7 | - | - | - | 34<br>100.0 | - | 6<br>75.0<br>H | 3<br>25.0 | 24<br>68.6<br>H | 18<br>69.2 | 9<br>60.0 | 7<br>46.7 | 9<br>64.3 | 25<br>59.5 | 3<br>42.9 | 20<br>60.6 | - | - | 1<br>100.0<br>OPTu | 3<br>50.0 | 4<br>66.7 | 20<br>64.5<br>x | 5<br>62.5 | 1<br>25.0 | 34<br>60.7 | - |
| STANDARD ERROR | 0.09 | - | 0.0 | 0.0 | 0.0 | - | 0.16 | 0.24 | 0.08 | 0.12 | 0.17 | 0.19 | 0.20 | 0.10 | 0.29 | 0.12 | - | - | 0.0 | 0.33 | 0.21 | 0.11 | 0.27 | 0.25 | 0.09 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q065M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
How long have you been an Idaho Power customer?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 55<br>100% | - | 5<br>100% | 17<br>100% | 33<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 25<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 41<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 5<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 3<br>100% | 55<br>100% | - |
| 1 to 10 years | 8<br>14.5 | - | - | 2<br>11.8 | 6<br>18.2 | - | 8<br>100.0 | - | - | 4<br>16.0 | 1<br>6.7 | 3<br>20.0 | 5<br>35.7 | 3<br>7.3 | 1<br>14.3 | 3<br>9.1 | - | - | - | 1<br>20.0 | 1<br>16.7 | 4<br>12.9 | 1<br>12.5 | - | 8<br>14.5 | - |
| 11 to 25 years | 12<br>21.8 | - | 5<br>100.0<br>DE | 4<br>23.5 | 3<br>9.1 | - | - | 12<br>100.0 | - | 4<br>16.0 | 4<br>26.7 | 4<br>26.7 | 3<br>21.4 | 9<br>22.0 | 2<br>28.6 | 8<br>24.2 | - | - | - | 1<br>20.0 | 1<br>16.7 | 6<br>19.4 | 2<br>25.0 | 1<br>33.3 | 12<br>21.8 | - |
| 26 years or more | 35<br>63.6 | - | - | 11<br>64.7 | 24<br>72.7 | - | - | - | 35<br>100.0 | 17<br>68.0 | 10<br>66.7 | 8<br>53.3 | 6<br>42.9 | 29<br>70.7 | 4<br>57.1 | 22<br>66.7 | - | - | 1<br>100.0<br>OPtu | 3<br>60.0 | 4<br>66.7 | 21<br>67.7 | 5<br>62.5 | 2<br>66.7 | 35<br>63.6 | - |
| NO ANSWER | 1<br>1.8 | - | - | - | 1<br>3.0 | - | - | - | - | 1<br>4.0 | - | - | - | 1<br>2.4 | - | - | - | - | - | 1<br>20.0 | - | - | - | 1<br>33.3 | 1<br>1.8 | - |
| STANDARD ERROR | 0.12 | - | 0.0 | 0.17 | 0.17 | - | 0.0 | 0.0 | 0.0 | 0.20 | 0.16 | 0.21 | 0.25 | 0.12 | 0.30 | 0.12 | - | - | 0.0 | 0.68 | 0.34 | 0.13 | 0.27 | 0.87 | 0.12 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q070M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
During your participation in the program, how many people, including yourself, lived in your household?

| | | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| One member household | 14<br>25.0 | - | - | 6<br>35.3 | 8<br>23.5 | - | 2<br>25.0 | - | 11<br>31.4 | 5<br>19.2 | 2<br>13.3 | 7<br>46.7<br>MjK | 2<br>14.3 | 12<br>28.6 | 2<br>28.6 | 7<br>21.2 | - | - | 1<br>100.0<br>OPTU | 2<br>33.3 | 1<br>16.7 | 8<br>25.8 | 2<br>25.0 | 1<br>25.0 | 14<br>25.0 | - |
| 2-4 member household | 36<br>64.3 | - | 3<br>60.0 | 9<br>52.9 | 24<br>70.6 | - | 6<br>75.0 | 10<br>83.3<br>i | 20<br>57.1 | 19<br>73.1<br>l | 10<br>66.7 | 7<br>46.7 | 11<br>78.6<br>l | 25<br>59.5 | 4<br>57.1 | 21<br>63.6 | - | - | - | 4<br>66.7 | 5<br>83.3 | 20<br>64.5 | 5<br>62.5 | 3<br>75.0 | 36<br>64.3 | - |
| 5 or more member household | 6<br>10.7 | - | 2<br>40.0 | 2<br>11.8 | 2<br>5.9 | - | - | 2<br>16.7 | 4<br>11.4 | 2<br>7.7 | 3<br>20.0 | 1<br>6.7 | 1<br>7.1 | 5<br>11.9 | 1<br>14.3 | 5<br>15.2 | - | - | - | - | - | 3<br>9.7 | 1<br>12.5 | - | 6<br>10.7 | - |
| STANDARD ERROR | 0.08 | - | 0.24 | 0.16 | 0.09 | - | 0.16 | 0.11 | 0.11 | 0.10 | 0.15 | 0.16 | 0.13 | 0.10 | 0.26 | 0.11 | - | - | 0.0 | 0.21 | 0.17 | 0.10 | 0.23 | 0.25 | 0.08 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Table Q075M

Idaho Power
Time of Day

Idaho Power Emmett Study Year 2- Participants
What is the highest level of education you have completed?

| | Total | Age | | | | Length of Customer | | | | Highest level of Education | | | Gender | | First learned about Energy Program | | | | | | | Change in bill | | | Program Type | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | <25 | 25-44 | 45-64 | 65+ | <1 | 1-10 | 11-25 | 25+ | HS &<HS | Some Coll | Degr | Male | Female | Last Year | Mail | Ad News | Emp | Frnd Neigh. | Bill | Other | Dec. | Same | Inc. | Time Day | Energy Watch |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) |
| TOTAL | 56 | - | 5 | 17 | 34 | - | 8 | 12 | 35 | 26 | 15 | 15 | 14 | 42 | 7 | 33 | - | - | 1 | 6 | 6 | 31 | 8 | 4 | 56 | - |
| TOTAL VALID | 56<br>100% | - | 5<br>100% | 17<br>100% | 34<br>100% | - | 8<br>100% | 12<br>100% | 35<br>100% | 26<br>100% | 15<br>100% | 15<br>100% | 14<br>100% | 42<br>100% | 7<br>100% | 33<br>100% | - | - | 1<br>100% | 6<br>100% | 6<br>100% | 31<br>100% | 8<br>100% | 4<br>100% | 56<br>100% | - |
| High school or less | 26<br>46.4 | - | 2<br>40.0 | 6<br>35.3 | 18<br>52.9 | - | 4<br>50.0 | 4<br>33.3 | 17<br>48.6 | 26<br>100.0 | - | - | 10<br>71.4 | 16<br>38.1 | 2<br>28.6 | 14<br>42.4 | - | - | 1<br>100.0<br>OPTU | 3<br>50.0 | 3<br>50.0 | 16<br>51.6 | 2<br>25.0 | 3<br>75.0<br>w | 26<br>46.4 | - |
| Some college | 15<br>26.8 | - | 1<br>20.0 | 5<br>29.4 | 9<br>26.5 | - | 1<br>12.5 | 4<br>33.3 | 10<br>28.6 | - | 15<br>100.0 | - | 3<br>21.4 | 12<br>28.6 | 2<br>28.6 | 9<br>27.3 | - | - | - | 2<br>33.3 | 2<br>33.3 | 10<br>32.3 | 2<br>25.0 | 1<br>25.0 | 15<br>26.8 | - |
| College degree or higher | 15<br>26.8 | - | 2<br>40.0 | 6<br>35.3 | 7<br>20.6 | - | 3<br>37.5 | 4<br>33.3 | 8<br>22.9 | - | - | 15<br>100.0<br>M | 1<br>7.1 | 14<br>33.3 | 3<br>42.9 | 10<br>30.3 | - | - | - | 1<br>16.7 | 1<br>16.7 | 5<br>16.1 | 4<br>50.0<br>v | - | 15<br>26.8 | - |
| STANDARD ERROR | 0.18 | - | 0.68 | 0.32 | 0.22 | - | 0.53 | 0.38 | 0.22 | 0.0 | 0.0 | 0.0 | 0.29 | 0.20 | 0.51 | 0.23 | - | - | 0.0 | 0.54 | 0.54 | 0.22 | 0.46 | 0.50 | 0.18 | - |

Comparison Groups: BCDE/FGHI/JKL/LM/OPQRSTU/VWX/YZ
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.